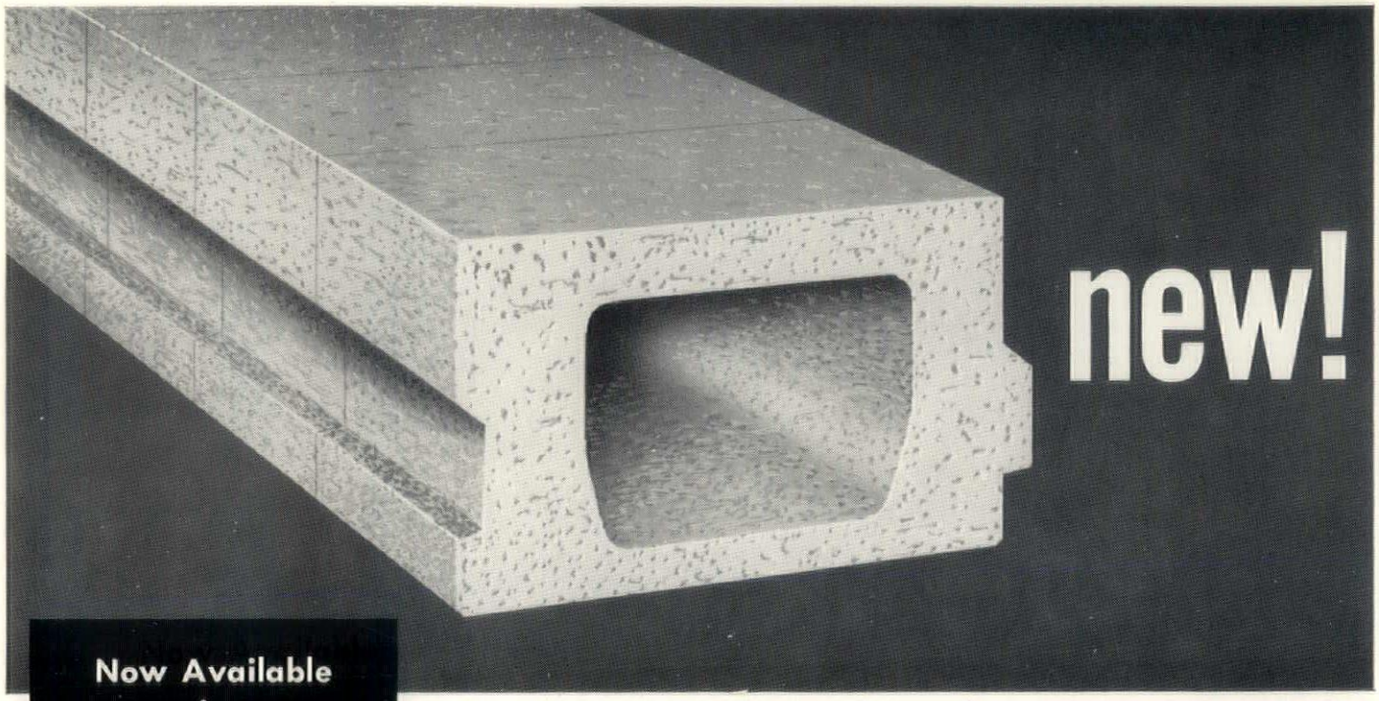

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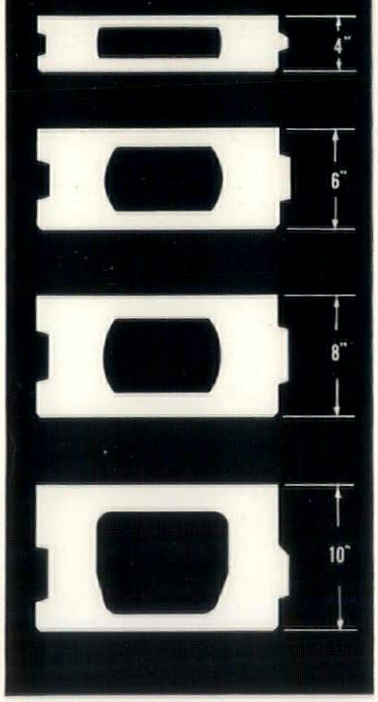

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1055T	232	191	159	131	109	89	73	59	—	—	—	—	—	—	—	—	—	—	—	—
1056T	295	246	207	174	147	124	104	87	72	59	—	—	—	—	—	—	—	—	—	—
1066T	357	301	255	217	185	158	134	115	97	82	69	57	—	—	—	—	—	—	—	—
1067T	—	—	314	269	231	199	172	149	128	111	95	82	69	59	—	—	—	—	—	—
1077T	—	—	—	320	277	241	209	182	159	139	121	105	91	79	68	58	—	—	—	—
1078T	—	—	—	—	331	289	253	222	196	172	152	134	117	103	90	79	68	59	—	—
1088T	—	—	—	—	—	338	297	262	232	205	182	162	144	127	113	100	88	77	68	59

*Superimposed Live Load = All Loads In Addition To Topped Slabs In Place

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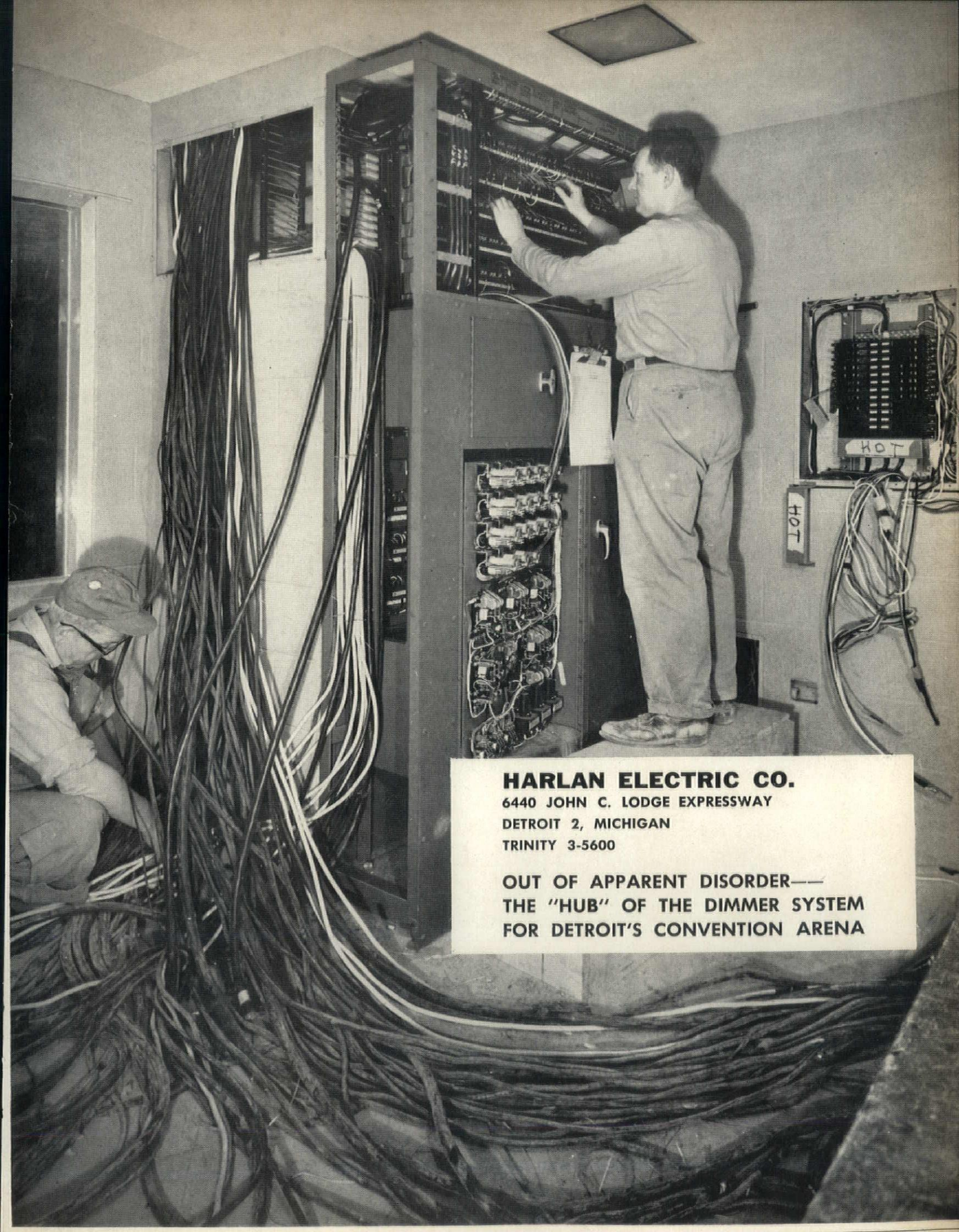

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OUT OF APPARENT DISORDER——
THE "HUB" OF THE DIMMER SYSTEM
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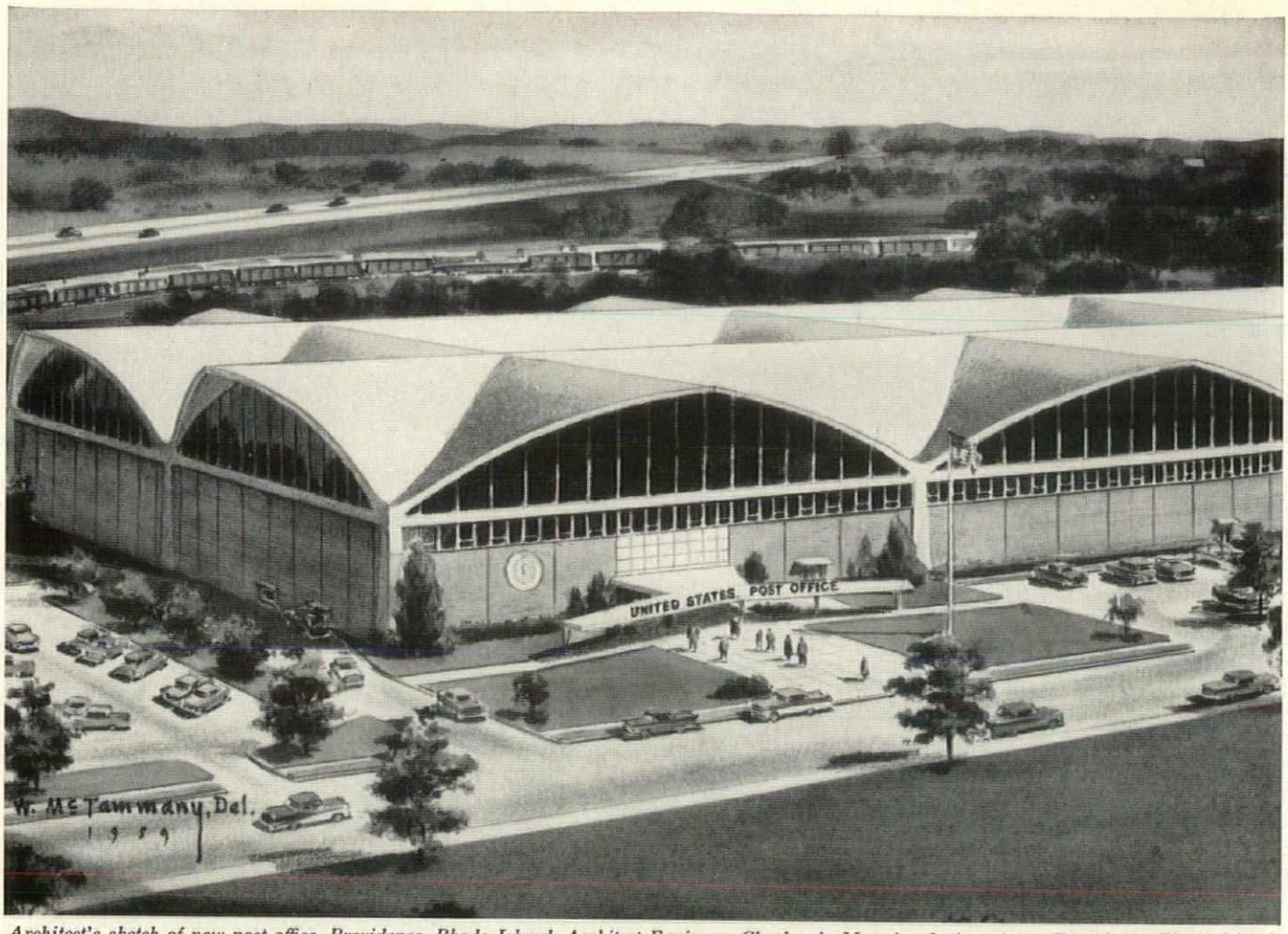
Monthly Bulletin, Michigan Society of Architects is published monthly at 120 Madison Ave., Detroit 26, Mich. Entered as second-class matter January 15, 1946 at the Post Office at Detroit, Mich. under Act of March 3, 1879. Subscription price $4.00 per year (members $2.00). 50¢ per copy



Architect's sketch of new post office, Providence, Rhode Island. Architect-Engineer: Charles A. Maguire & Associates, Providence, Rhode Island.

First mechanized post office...

concrete domed shells provide 420′ x 300′ area with just two interior column groupings

A mechanized post office at Providence, R. I., is first step in a postal modernization program that will eventually provide "next-day" delivery anywhere in the U.S.

Six intersecting concrete shells form the multiple domed roof. Two four-column groups provide the only interior support. This permits unobstructed floor space essential to the electronically controlled mail-flow layout and allows the flexibility required for experimental spotting and rearrangement of machines. Another benefit of a shell roof was to eliminate exterior buttresses of conventional arch construction which would interfere with outside truck traffic.

A concrete weighing 110 lb. per cu. ft. with a 2-inch slump and seven-day strength of 4,000 psi was used. Aggregate consisted of sand in combination with expanded shale. An air-entraining agent was added.

For design data on barrel shells and on standard, skewed, groined and sloping hyperbolic paraboloids, write for free literature. (U.S. and Canada only.)

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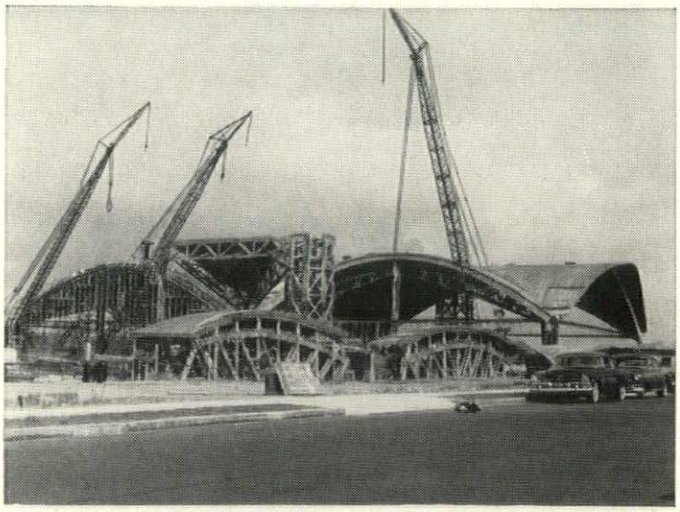

FOR STRUCTURES... MODERN concrete

Falsework consisted of two identical sets of timber truss framing. 6″-thick shells each required 800 cu. yds. of concrete, placed in two operations. Spanning 150 x 140 ft., shells are separated by 2-in. expansion joints.

Letters

IN A LETTER TO ROGER ALLEN, FAIA, JOSEPH W. LEINWEBER, AIA, of the Smith, Hinchman & Grylls, Associates, Inc., Korea Joint Venture, Seoul, Korea, encloses a picture of an inscription on a Buddhist shrine, erected as a tribute to Sygman Rhee. Joe adds that an effort had been made to pull down the shaft and inscription about the time that other Rhee monuments were removed after the April revolution. Here is the inscription:

This shrine was dedicated to the spirit of Lee Hoi who was in charge of the construction work of the southern part of the Namhan castle in the second year of the King Injo (A.D. 1624).

An false report that no progress of the work was made owing to addiction himself to drinking and sensual pleasure brought miserable death of Lee. Later, an inspection proved that the work had been carried out carefully and well. After all no charge in the work could be found. The shrine afterwards named Chunggei - Dang, was was dedicated to the memory of him.

KYUNGGI-DO

Joe adds: "As a fellow architect, I thought you might share my interest in the enclosed, which could probably be entitled, 'So Sorry!' At times here, English gets a bit distorted. I am sure you have seen a copy of the old Babylonian building code, in which the architect and his entire family could lose their lives for errors in construction. The Korean approach is a new variation and certainly points up a lesson to our clients, namely: 'don't blame your architect, you yourself may be wrong.' "

Joe writes that his tour of duty in Korea is almost up and that after a tour around the world he will be back in Michigan sometime in April, 1961.

BULLETIN:

This is to express my appreciation to you and your organization for the excellent cooperation and many courtesies extended the Detroit Post Office during the past year.

Each time we had need to call upon you for assistance, and especially during the Christmas mailing period, your generous public service coverage was indeed most helpful.

It may interest you to know that the Detroit Post Office processed nearly two billion pieces of mail during 1960 with 272 million pieces of this total in the month of December alone. Our Postal receipts amounted to nearly $46 million in 1960, a new all time high and an increase of $2 million over 1959.

We were able to handle this huge volume of mail more efficiently than ever, and our success was due in large part to the cooperation of the mailing public in our program for early mailing, use of zone numbers and proper preparation and packaging. We are certain that this fine cooperation from the public resulted mainly from the favorable public service attitude of your organization and other news media in this area.

Again, our thanks to you and your associates and may I take this opportunity to extend our best wishes for a healthy, happy and successful New Year.—EDWARD L. BAKER, Postmaster, Detroit

BULLETIN:

I am writing you in regard to the coming 81st Convention of the Michigan Engineering Society to be held in Grand Rapids.

The convention will be in the Pantlind Hotel, Friday and Saturday, April 21st and 22nd, 1961.

A good program is being prepared by our committee, headed by John Hornback. A program of entertainment for the visiting ladies is also being planned.

The pre-registration fee is $3.00, and may be forwarded to Mr. Arthur B. Slenger, Treas., Grand Rapids Engineers' Clubs, 555 Shawmut Blvd., Grand Rapids 4, Michigan.

As you know, the MES is the one state-wide organization representing all

MSA — SMCAD Industry Fund 1961 Draftsmen's Competition Closes Mar. 15

Table of Contents

Letters 3-4
National Architect 5-9
Philip N. Youtz, AIA 5-9
MSA CONVENTION 10-11
MSA Draftsmen's Competition 13
MSA, Michigan Items 15-16
Comprehensive Architects & Engineers 17-20
Charles D. Hannan, AIA 21-23
Architectonics, WM Chapter, AIA 25
Mid-Michigan Chapter, AIA 27
Saginaw Valley Chapter, AIA 29
Flint Area Chapter, AIA 30
Detroit Chapter, AIA 31
Women's Architectural League of Detroit 33
Builders' & Traders' Exchange of Detroit 34
Builders' & Traders' Exchange of Grand Rapids 35
Builders' & Traders' Exchange of Lansing 36
Producers' Council, Inc., Detroit Chapter 37
Products News—R. C. Mahon Co. 38-39
Advertisers Index 40

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including National

Architect

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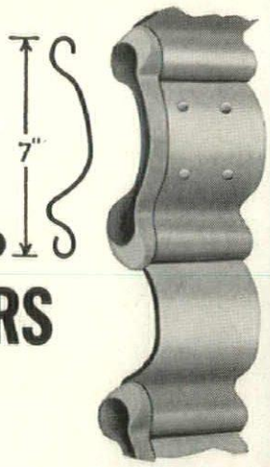

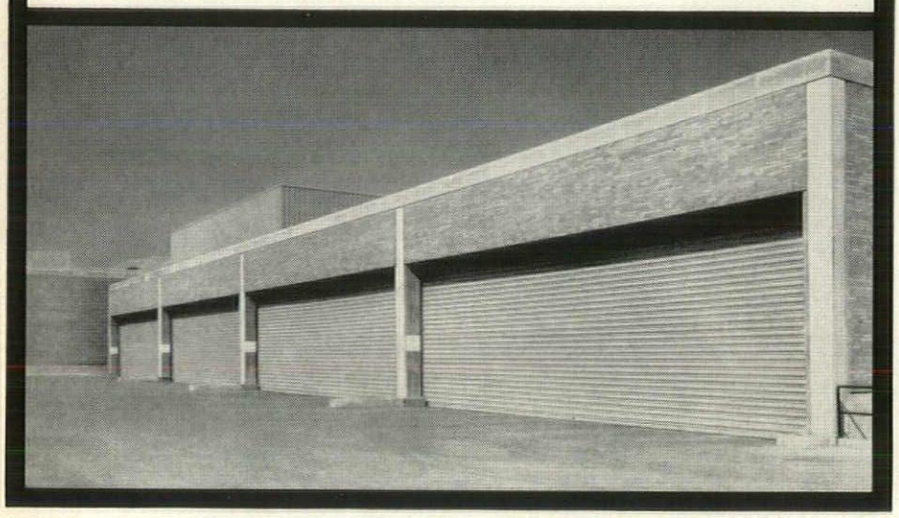

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In order to acquaint all those interested in the April 21-22 convention, will you please place a notice in any printed program, or other mailing issued by your organization, between now and the convention date, or place this letter in the proper hands to have suitable notice appear in your mailings.—CHARLES A. HAMILTON, Chairman, Registration Committee, 714 Ottillia St., SE, Grand Rapids 7

BULLETIN:

The Detroit Chapter of the American Institute of Industrial Engineers will act as host this year to the Society's 12th Annual National Conference and Convention to be held on May 11, 12, 13, 1961 at the Sheraton-Cadillac Hotel in Detroit.

Information and a brochure may be obtained by writing to James E. McCartney, 12th Annual A.I.I.E. Conference, Room 29, 4181 Oakman Blvd., Detroit 4, Michigan.

We feel that the announcement of the National Conference will be of genuine interest to the readers of your publication and ask that you include it in your next issue.—THOMAS R. WALL, Sub-Committee on publicity.

BULLETIN:

As a publication concerned with the needs and likes of actual and prospective home owners throughout the country, we are constantly looking for material which would be of interest and inspiration for our readers. In our search for well-designed homes, the architect is often our most fruitful source.

Our limits, which are subject to some flexibility in the case of outstanding design consideration, are concerned with custom-designed or builders homes in the $18,000 to $25,000 construction cost category, exclusive of land. A program which provides for young homemakers with a family is preferred.

What we would like to do is make LIVING's quest for good residential architecture known to the members of your chapter both for present and future reference. If you could inform your fellow architects of our interest and perhaps watch for appropriate projects, we would be delighted to give such submissions our editorial consideration. — LIVING FOR YOUNG HOMEMAKERS, 575 Madison Ave., New York 22, N.Y.

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THE CHALLENGE OF THE SIXTIES

By PHILIP N. YOUTZ, A.I.A.,
Dean, College of Architecture and Design, University of Michigan

An architect performs many roles in negotiating with clients, says Dean Philip N. Youtz, A.I.A. of The University of Michigan College of Architecture and Design.

He must be a sensitive and imaginative designer, an experienced and sound structural man, a canny businessman, a good office manager, and a polished diplomat, Dean Youtz points out. "In addition to these basic requirements, the architect must create for himself a position of trust and power in his community.

"He cannot do this by reading a book on 'How to Influence Capitalists and Develop Prospects,' though such a text might be useful. To attract public confidence, the architect must understand the problems of his age and equip himself to help the public discover their solution. .."Concretely, this means that the architect must study the industrial society in which we live and familarize himself with the intricate workings of its institutions.

"He must be able to sit down with the merchant and analyze the possibilities of a shopping center, not only as an attractive example of architecture but as a means of distributing a forecastable volume of goods.

"He must know enough about transportation so that he can attract the mobile customer on wheels. His broad parking areas should not be blazing infernos of heat in summer and drifted artic barrens in winter but be supplied with shade and windbreaks by judicious planting of trees in rows or groves. And, he must know how to talk money with the banker so as to demonstrate to him the earning power of his architectural products.

"To partake of the whole apple of knowledge, the designer of modern culture must broaden his outlook to the limit. He must take his rightful place among the managers of democratic society. For this responsibility it is not enough that he be the coordinator of his buildings. He must be a coordinator of his society."

During the last decades the architect has prospered. The harvest which he has reaped is modest in comparison with the wealth amassed by the manufacturer or the businessman. He has not received as much reward in dollars for his professional work as does the doctor or the lawyer. But he has been able to pay his bills, to enlarge his office staff, improve his service. It is hard to recall a time when architects generally have been so much in demand.

What has been the effect of this success on the architect? In my opinion, it has been good for him! He has felt himself needed by his community and, strengthened by this encouragement, he has devoted all his powers to the production of better buildings. The standards of architectural design have risen, although he has had to work under pressure to turn out the drawings to control the growing volume of work. Here in Michigan the new buildings are a striking tribute to the architect's ability and effort. Not only are there many outstanding examples of his genius, but the average run-of-the-mill work from his offices is fresh and stimulating. Prosperity has brought out the full range of the architect's professional skill and enriched the public with a great variety of admirably proportioned structures. These new buildings add greatly to both the aesthetic and the economic capital of the state.

Depending on whether you are a Republican or a Democrat, you are aware that this winter we have entered a period either of readjustment or of depression. Whichever of these conditions exist, neither of them is good for architecture or architects. The demand for quantity production which our larger offices have enjoyed is coming to an end and we must depend on the small volume of work which the public regards as necessary even in hard times. This means a certain amount of involuntary leisure even though we inspect our dwindling numbers of jobs daily. While this unfilled time cannot be described as a boon to architects, there are many things we can do to fill these unpaid hours and make them profitable to us now and in months to come.

Instead of office expansion, we must now strive to broaden our outlook and education so that we develop our fullest professional powers. It is well for an architect to be a sensitive and imaginative designer, an experienced and sound structural man, a canny businessman, a good office manager, and a polished diplomat in negotiating with clients. But in addition to these few basic requirements, the architect must create for himself a position of trust and power in his community. He cannot do this by reading a book on "How to Influence Capitalists and Develop Prospects," though such a text might be useful. Leadership is an excellent thing but the question always arises, "Where are you going

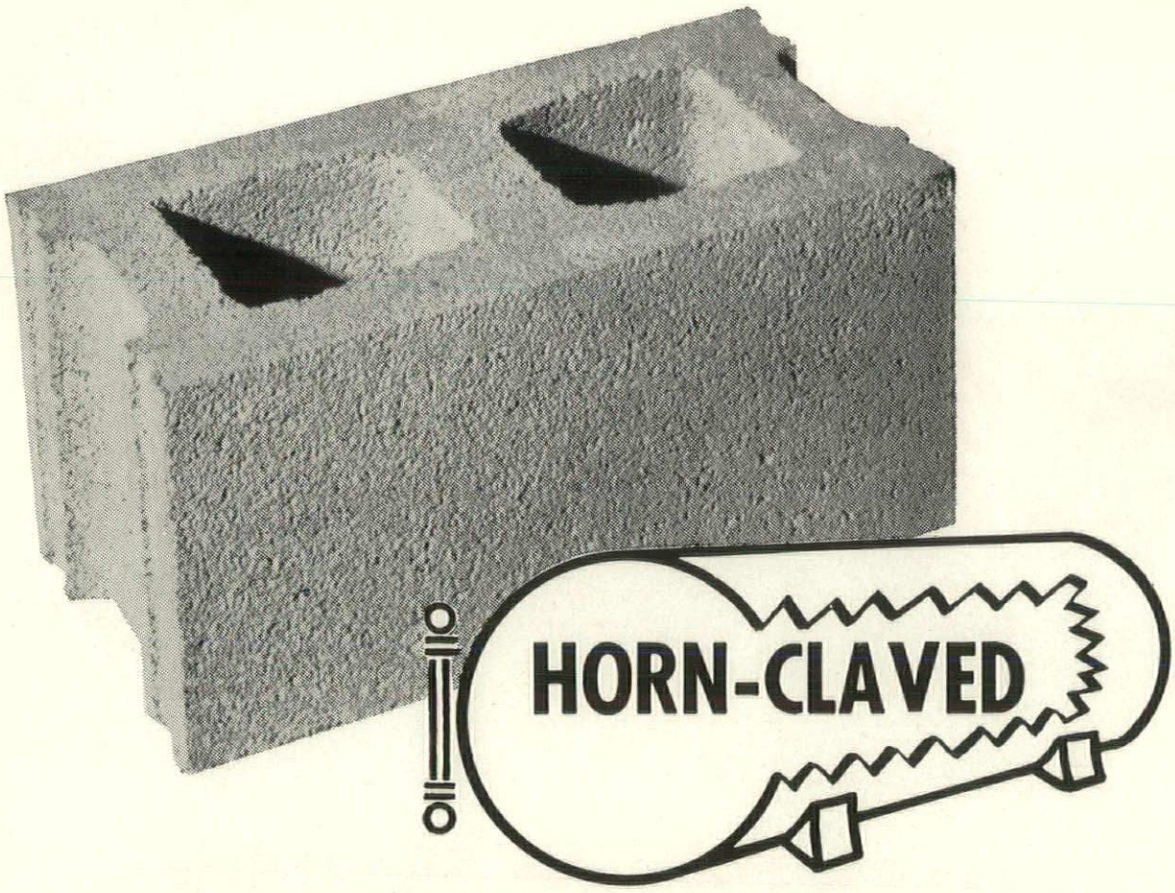
DEAN PHILIP N. YOUTZ, AIA

to lead?" To attract public confidence, the architect must understand the problems of his age and equip himself to help the public discover their solution.

Concretely, this means that the architect must study the industrial society in which we live and familiarize himself with the intricate workings of its institutions. He must be able to sit down with the merchant and analyze the possibilities of a shopping center not only as an attractive example of architecture but as a means of distributing a forecastable volume of goods. He must know enough about transportation so that he can attract the mobile customer on wheels. His broad parking areas should not be blazing infernos of heat in summer and drifted artic barrens in winter but be supplied with shade and windbreaks by judicious planting of trees in rows or groves. He must know how to talk money with the banker so as to demonstrate to him the earning power of his architectural products.

Does this mean that the architect ought to be a social psychologist, sociologist, economist, statistician, and politician as well as the artist who designs buildings? It may surprise you to hear that the answer is yes. Architects should know something about all these subjects, though individually they will probably have to limit themselves to some one of them. The education offered in schools and the skills experienced in offices are merely the core of a liberal professional training. This core contains the seeds of the training. But to partake of the whole apple of knowledge, the designer of modern culture must broaden his outlook to the limit. He must take his rightful place among the managers of democratic society. For this responsibility it is not enough that he be the coordinator of his buildings; he must be a coordinator of his society.

You may think I am conjuring up the image of the renaissance universal man. In this age of specialization it is becoming increasingly necessary to balance professional knowledge with a more general outlook. A leader must have a philosophy as well as a skill. This philo-



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sophy may be a practical working knowledge of emergent human values and social trends. Its function is to enable the thinker to extrapolate from the past and analyze the future. This kind of philosophy is a compass that points to the course which society is following.

Let us attempt to apply this line of thought to some of the types of building likely to be in considerable demand even in a time of recession. During such a period the birth rate begins to decline at a somewhat later date than does the manufacture of commodities. Moreover, the growth of children, once they are born, is little affected by economic stringency. So the demand for schools is certain to continue, unless we are willing to raise a generation of illiterates.

The literature on school requirements is stupendous. We should cull from it what is fresh and significant. This select portion of educational writing should be as familiar to the architect as to the educator. From this common stock of knowledge they must produce better schools—more economical, more effective in providing a setting for learning, more flexible in case changes and additions are needed. The school architect should prepare himself to think as an educator.

Architects with experience have already discovered the need for research in the social fields covered by their practice. This requirement may seem a strenuous one to assume on top of other professional demands. But it is encouraging to recall that the most successful architects have always gathered considerable information of this kind and incorporated it into their designs. In our college professional courses students are assigned library reading for a week or fortnight on each particular problem before they begin their design sketches. The lawyer in preparing an important case studies all the legislation, all the records, and all the data on earnings which may affect his client. The architect who would master his subject must find time to do the same thorough research before he begins to think of a special expression for his ideas.

Last fall the Reader's Digest published an article under the title, "Do School Pupils Need Costly Palaces?" All school architects would agree with all taxpayers in recommending intelligent economy in school design. A white elephant or a palace is a bad recommendation for a professional man! But the architect has no use for shoddy work likely to prove expensive to maintain and impossible to enlarge to meet growing needs. How much money should a community spend on a school project? The answer differs in various parts of the country, but the school architect tries to balance present requirements and probable needs in the immediate future, wtih the realities of the community budget. He submits to the school board comparative costs and points out items on which they can economize. Experience teaches the designer of schools ways to eliminate waste space, to simplify construction and to incorporate economy both in first cost and ultimate cost. At the same time the architect strives to maintain high standards so that the students and teachers may benefit by the best space arrangement, lighting, color, sanitation, heating and cooling, and most important of all, enjoy imaginative surroundings which will contribute to creative learning. The taxpayer in most communities relies on the architect to help develop a sound financial program as well as a school building of distinction. Such architectural service requires knowledge far beyond structural and visual design.

The architect who enters the field of college and university design again finds himself in the deep waters of educational theory. Until recently most institutions of higher learning sought architecture that recalled the classic past. But recently they have turned from lithic latin to the architectural vernacular of our century. With this change has come a new demand on architecture. A building no longer serves simply to support ivy, or as a monument summoning up past memories, or a means of separating space. Today the college president expects a building to be an active educational instrument. He is interested in what a building does as well as in how it looks. The designer of such a modern structure must himself assume the role of an educator. He is dealing not with static forms but with dynamic buildings that contribute an important part to the educational process.

To prepare for a university job, the architect needs to learn the outlines of modern educational theory. What is a university? Today we find that the answer to this question is evolving from year to year and from institution to institution. One university builds its undergraduate library so that students may read beside the stacks and find the books they need within arm's reach. Another school emphasizes laboratory experience for all students. A few still believe that bigger stadiums and gymnasiums and swimming pools are the answer to all problems. The architect must find into which category his client's institution fits, or whether he is expected to produce structures which will miraculously fulfill all these contrasted functions at once.

The easiest type of house to design is the mansion where cost is a minor consideration. But with high income taxes few of these opportunities are open at the present time. The demand today is for medium and low cost homes. More and more the public is becoming dissatisfied with conventional "developments." The square miles of small box-like houses, all with picture windows and breezeways and two-car garages, no longer appeal to buyers as they did a decade ago. There is an urgent need for a new housing formula. Is there merit in the British idea of adding not more than fifty or a hundred houses to an existing village, taking care to avoid changing its traditional charm? Should we build multiple dwellings to greater height and gain space by living in towers set among shady parks or farm lands? Or shall we count on an exodus from the city of both offices and homes in new business communities? Should factories be set in parks ringed with pleasant cottages for the workers and served by shopping and recreational facilities?

No one knows the answers to these questions but the architect is the thinker who must ultimately propose their solutions. Some of these the public may reject; some, home hunters will welcome. To analyze social needs for shelter and security and happiness means a profound study of human behavior and development. Certainly the concept of the separate house with a blue spruce or a Japanese cherry on its front lawn is wasteful of space. If the street number becomes detached from such a house it is impossible to distinguish it from a thousand others. Indeed, without the street number a man might confuse his house with that of someone else and find himself living with a strange woman and annoyed by some other man's children without ever being aware of how this accident happened!

These days we have leisure to return to the old headache of housing and to try to offer a more rational answer than the existing scene reveals. We are quite aware that the small-town solutions that serve us in our earlier days fail to solve our metropolitan requirements. Housing that is not kept up to date produces slums. Slum clearance is costly whether the people are moved or given better shelter. It is time we took another look at this situation. Our equipment for searching such an answer must be statistical studies of population growth as well as the designer's sketches and layouts. In short, in order to cope with this often-worked-over problem, we need a wider knowledge of society.

One of the encouragements to the designer is the opportunity in church architecture. Throughout the country congregations are building new places in which to worship and meet together. There seems to be a certain theological change in all denominations. Religion has become a cheerful type of activity best carried out in sunny surroundings. The auditoriums are flooded with light. The parish houses are above ground instead of in crypts or basements under the earth. The church appears to be evolving toward a community center for use seven days a week. The architect must absorb this new theology and develop a new set of designs for sun worshippers, or at least for audiences which enjoy light more than the dim interiors once associated with religion.

The church architect must know both the traditions and the contemporary expression of the various faiths. In this field architecture has always been both a symbol and shelter. A good deal of

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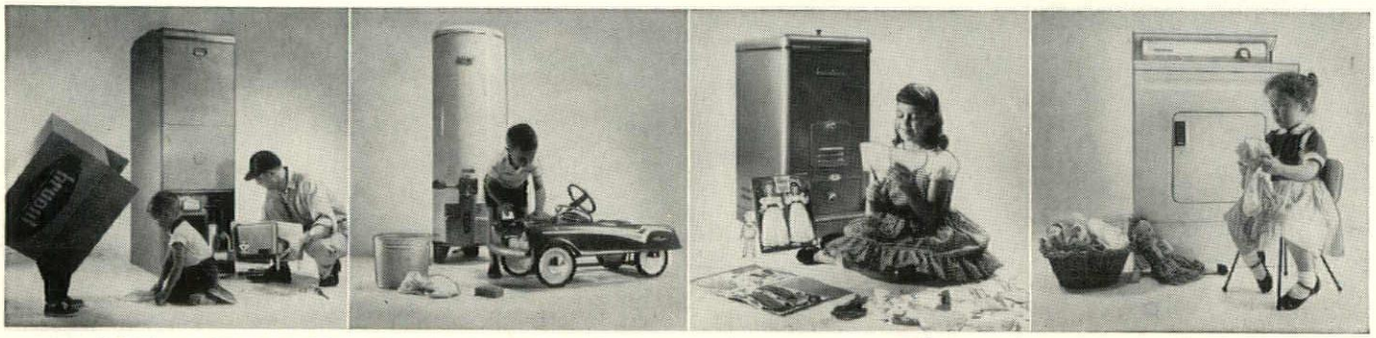

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freedom exists today in the interpretation of the ritual phase of religion but for that very reason it is important that the architect be enough of a student to join with the minister or priest or rabbi in selecting the design elements from the past which should be retained. Both the architect and the congregation need to meet together often to be sure that the resulting building offers the proper hospitality to their faith.

During this recession period we will continue to design a variety of essential institutions, hospitals, laboratories, airports, and many others. Our ability to cope successfully with them will depend less on the current formula, than on the enlarged conception of their functions which we are able to develop. This kind of fundamental social thinking requires scholarship and reflection. We might take a cue from another artist, the actor. Before he takes a new part, he goes through the daily routine of the character. He studies an imaginary life of the man and fits himself into that biography. There is a difference, however. The parts which we must fill are real. We are faced not with a stage situation but with a society that is changing so dramatically and so rapidly that it has outgrown its old architectural environment. The laboratories and hospitals and airports which we produce today have no close prototypes in the past.

If you look up the Policy Statements of The American Institute of Architects, made at its centennial convention, you will find that the points stressed here from the educational standpoint are those presented in these documents. But the AIA program goes somewhat beyond the suggestions in this paper. To quote, "The American Institute of Architects maintains that its members have an obligation to bring appropriate architectural services and the benefit of their professional competences into the whole field of urban renewal, community and regional planning." The modern planner is descended from architectural parentage. Though today his profession has specialized on larger special relations, the bond between architect and planner remains very close. Planning has opened up an immense new field where the two types of architects may collaborate to mutual advantage. Since the client in the case of planning is usually a town, city, county, or state government, the job of programming these larger area relations can go forward even when private clients have to curtail their expenditures. Indeed a depression has always proved a more favorable period for the planning than for the building division of architecture.

Whether the route taken is through association with the planner or through a study of the community in depth, the modern architect finds his largest opportunity as a leader in social advance. His bread and butter may be the individual building, but his outlook must be broad enough to encompass the entire area and social order of which his building is a focal point. The architect thus becomes an ecologist concerned with the economic and other social relations of the total human environment. By thus expanding his own horizon, he can help to guide the community which he serves and assure his client that his building will be integrated with its social context.

As the architect becomes a learned student of society, he may confidently expect to gain insights into the cultural needs of our industrial system. These requirements he is able to translate into convenient order and esthetic form because he is a designer and artist. This ability to objectify the solution of a social problem into a physical pattern that has unity and strength is the gift of the architect to his time. While commercial values rise and fall on the crests and valleys of inflation and deflation, art values abide. Society's investment in architecture endures and enriches our living when other values have decayed. This is the secret of older continents such as Europe. Her buildings are many of them ancient and obsolete. But each year they attract thousands of money spending tourists who delight in viewing them and enjoying their design. Though the architect may become a scholar his prime duty still remains to create an industrial America that is humanistic and imaginative and beautiful.

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The rebuilding of America's cities will be the outstanding achievement of the decade.

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In the interest of an informed profession the 47th Annual MSA Convention has as its theme

Urban Renewal — Challenge of the Sixties

The program includes a keynote address and three seminars.

Among the participants will be:

VICTOR GRUEN, Victor Gruen Associates
New York, Chicago, Los Angeles
Designer of Northland & Eastland in Detroit
Urban renewal projects in Fort Worth, Dallas, Kalamazoo, Fresno, California; Stamford, Conn.; Santa Monica, California
Author of "Shopping Towns U. S. A."

DONN EMMONS, Wurster Bernardi & Emmons
San Francisco, California
Winners of Golden Gateway Competition for urban renewal in San Francisco
Designers of Sacramento project

DOUGLAS HASKELL
Editor — Architectural Forum

The program is designed to introduce the architect to a new and rapidly growing field of practice. Be an Informed Architect —Attend the MSA Convention, April 5, 6, 7.

ARCHITECTURAL EXHIBITION — 1961 MSA CONVENTION

Urban Renewal . . .

An unusual feature of the Convention Exhibits this year will be a display of models and boards of Urban Renewal projects which are now under study for some of our Michigan Communities. Architects who are aware of such exhibits which may not have come to the attention of the Convention Exhibits Committee are urged to notify Ernest Dellar, Exhibits Chairman.

Architectural Exhibit . . .

Again, an outstanding feature of the 1961 MSA Convention will be the always interesting exhibit of architecture and allied arts, displaying the work of MSA Members. This year we have again increased our exhibit facilities, which promises to make this event more outstanding than ever before.

Architects interested in submitting exhibits of their work built within the last 18 months or under construction during 1960 are urged to contact Ernest Dellar, 32 Fairwood Ave., Pleasant Ridge, Michigan.

Student Exhibit . . .

For the first time this year we will have an exhiibt of work representive of our state architectural schools. The work exhibited will be centered around our Convention theme of Urban Renewal.

CONVENTION PROGRAM

MICHIGAN SOCIETY OF ARCHITECTS 47th ANNUAL CONVENTION
SHERATON-CADILLAC HOTEL, DETROIT, APRIL 5, 6 AND 7, 1961

WEDNESDAY, APRIL 5, 1961

5:00 P.M. Registration
Grand Ball Room Foyer
Members: $7.50
Chapter Associates $2.00
Non-member Architects $7.50
Producers $7.50
Architectural Employee $2.00
Ladies, Guests and Students Complimentary
Package Registration — 10% discount for M. S. A. Members only
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8:30 P.M. AIAntics
Location Grand Ball Room
M. S. A. offers an evening of dancing and entertainment featuring Warney Ruhl's Orchestra and Tulara Lee
Complimentary Refreshments by M. S. A.

THURSDAY, APRIL 6, 1961

9:00 A.M. Registration continues
Viewing of Exhibits

10:00 A.M. Annual Business Meeting—Reception Room (4th floor)
Charles A. OBryon, President, Presiding

12:00 Noon Luncheon — Grand Ball Room
Charles H. MacMahon, 1st Vice President, Presiding
Keynote Address

12:30 P.M. Ladies Luncheon
Michigan Room — 5th floor

2:00 P.M. Seminar I — Grand Ball Room
Subject — "Tools For Urban Renewal"
This session will discuss the role that government's, financial institutions and developers play in the promotion of Urban Renewal projects

4:00 P.M. Reception for Seminar Members in Sheraton Room

6:15 P.M. Cocktails — Casino Room
Courtesy: Producers' Council, Michigan Chapter
Admission by Dinner Ticket

7:00 P.M. Annual Awards Dinner— Grand Ball Room & Casino Room
Clarke E. Harris, 3rd Vice President, Presiding

9:00 P.M. Entertainment and Dancing featuring the Fenby-Carr Quintet with Belinda Blanchard (The School Teachers)

FRIDAY, APRIL 7, 1961

10:00 A.M. Seminar II — Reception Room — 4th Floor
Subject: "The Architects Role In Urban Renewal"
This session will feature architects of national reputation with broad experience in this field, discussing the architect's approach to Urban Renewal.

12:00 Noon Luncheon — Michigan Room — 5th floor
Harvey C. Allison, 2nd Vice President, Presiding
Report from Chapter officers

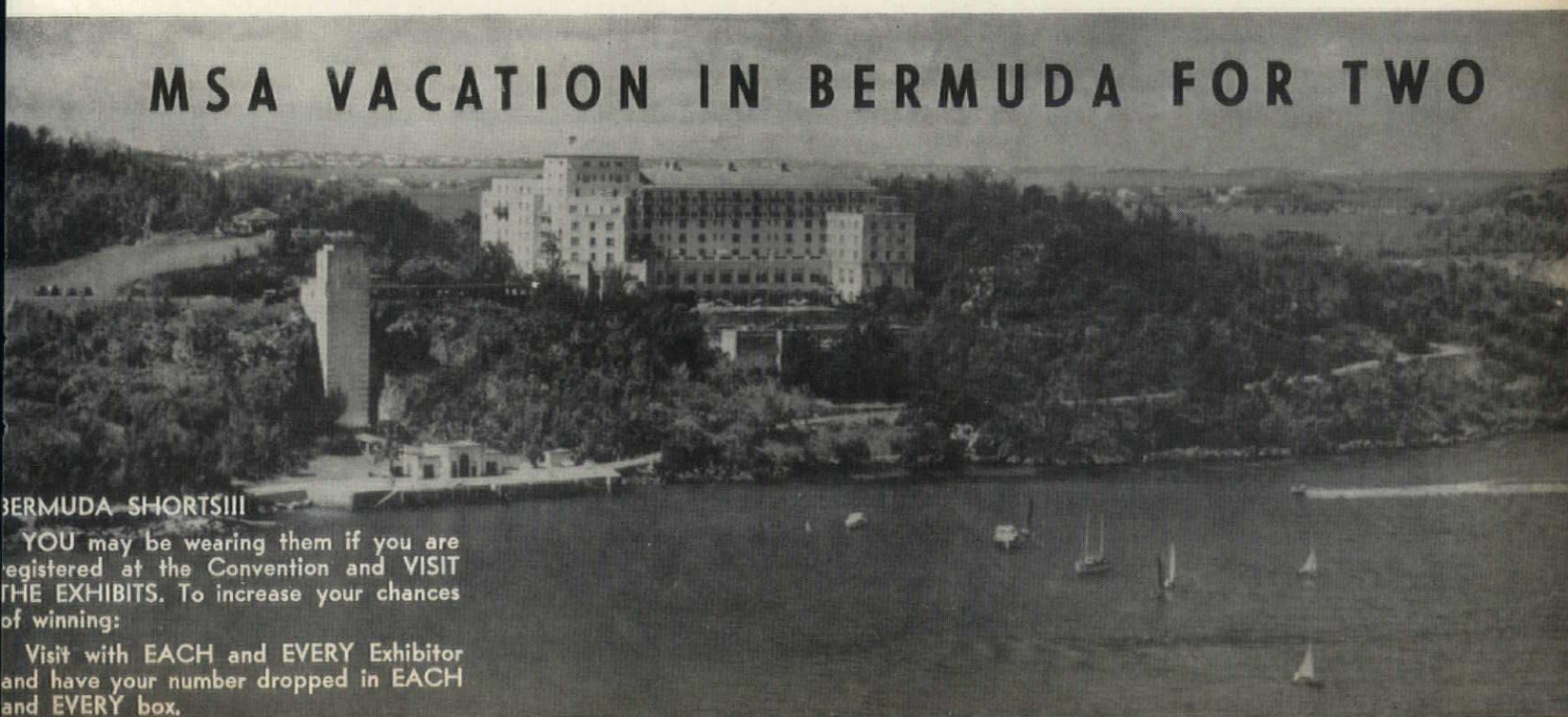
12:30 P.M. Ladies Luncheon
Suite 2510 (Vice Presidential Suite)

2:00 P.M. Seminar III — Grand Ball Room
Subject: "The City Renewed"
This session will feature a look into the future: at the kind of city which could result from Urban Renewal efforts

4:00 P.M. General Business Meeting
Location to be announced

7:00 P.M. Michigan Building Industry Banquet
Grand Ball Room, English Room
President OBryon, presiding
Toastmaster to be announced
Speaker: Dr. G. Herbert True, University of Notre Dame
Drawing and Award for Exhibit Attendance
PRIZE: TRIP FOR TWO TO BERMUDA
Award of Citation to Exhibitors
Adjournment

MSA VACATION IN BERMUDA FOR TWO



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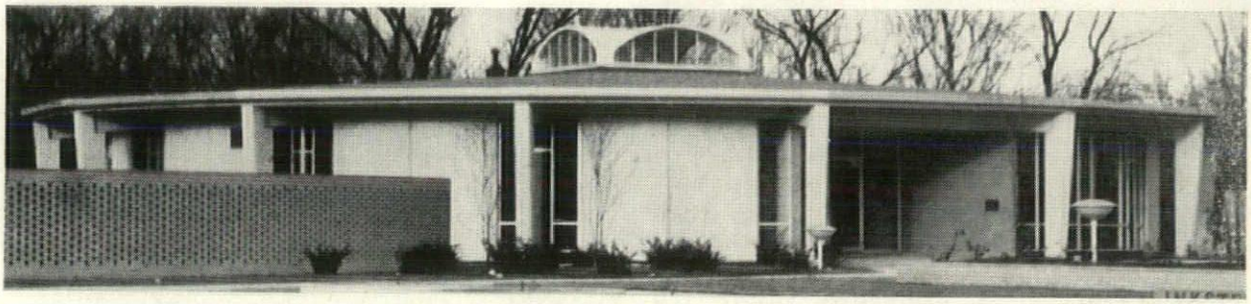

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1961 MSA . . . SMCAD Industry Fund Draftsmen's Competition

CLOSES MARCH 15—9 Cash Prizes Total $1000

It is gratifying to know that the MSA-SMCAD Industry Fund Draftsman's Competition is again an integral part of the 1961 annual MSA Convention.

Prizes totaling $1000 will be awarded and the presentation of these awards along with the entries themselves will be an important part of the Convention Program.

It is through this event that the Michigan Society can display to the profession as well as allied fields the high degree of technical proficiency and achievement that is natural to our field.

Only a few weeks remain to send in your entries. The January issue of the MSA Monthly Bulletin provides complete information.

Arthur O. Moran, Jr., AIA,
General Chairman
47th Annual MSA Convention

•

Opportunity beckons to every draftsman in Michigan. The SMCAD Industry Fund again has provided honor awards and cash prizes for 1st and 2nd best drawings in each of four catagories: ARCHITECTURAL . . . STRUCTURAL . . . MECHANICAL . . . ELECTRICAL . . . plus a GRAND PRIZE of $200 . . . a total of $1000 will be awarded. We encourage everyone eligible to participate. The Competition closes March 15.

It is important to get your entries in as soon as possible to William J. Rettenmier, Executive Secretary, SMCAD Industry Fund, 224 McKerchey Building, 2631 Woodward Avenue, Detroit 1, Michigan to allow ample time to arrange them for judging. Reproductions of winning drawings will be displayed at the 1961 MSA Convention.

—John A. Allen, Chairman
1961 Draftsmen's Competition

•

In sponsoring the 1961 MSA Draftsmen's Competition, The Sheet Metal Contractor's Association of Detroit Industry Fund is endeavoring to emphasize the value of superior workmanship. Our Association Industry Fund is also sponsoring contests for sheet metal apprentices to encourage better workmanship by our future mechanics. This stressing of technical proficiency is advantageous to both MSA and our members. It is part of our obligation to the building industry. The Fund stands ready to assist MSA in any other activities which may further the competence of draftsmen and our mechanics. We are looking forward to another interesting and rewarding MSA Draftsmen's Competition.

Kenneth L. Kimmel, President
SMCAD Industry Fund and
Competition Co-Chairman

•

Members of the Michigan Society of Architects are to be congratulated on their continuing efforts to attain perfection in their profession. This is especially confirmed in the interest shown by members of the Society in their Draftsmen's Competition. The SMCAD Industry Fund is gratified to participate in this activity since one of its prime objectives is to assure the highest quality of workmanship in the fabrication and installation of sheet metal construction for the buildings you design.

The Fund offers consultation service on sheet metal construction to all architects and engineers without cost.

—William J. Rettenmier,
Executive Secretary,
SMCAD Industry Fund and
Competition Co-Chairman

JUDGES

1961 MSA – SMCAD Industry Fund Draftsmen's Competition

L. ROBERT BLAKESLEE, AIA, Prof.
Chairman Architectural Engineering
University of Detroit

•

RALPH W. HAMMETT, AIA, Prof.
School of Architecture & Design
University of Michigan

•

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Architectural Representative
Armstrong Cork Co.
President, Michigan Chapter
Producers' Council

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E. W. Ensroth Co.
President, SMCAD Industry Fund

•

KARL F. KRAUS, JR., AIA
Architect

•

ARTHUR MOY
Chief Structural Engineer
Dept. of Building Safety Engineers
City of Detroit

•

FRANK E. NORTH
Architects' Co-ordinator
Detroit Edison Co.

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EARL W. PELLERIN, AIA, Professor
Head of Architectural Department
Lawrence Institute of Technology

•

LEO I. PERRY, AIA
Architect

•

WILLIAM J. RETTENMIER
Executive Secretary
SMCAD Industry Fund

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MSA

MICHIGAN ITEMS

CORRECTION—In our last issue there appeared an article entitled, "10th Pan Am Congress." The text and photographs were by Louis G. Redstone, AIA, of Detroit, who was a delegate to the Congress. We regret the omission of credits to Mr. Redstone.

KARL KAMRATH, F.A.I.A., partner in the firm of MacKie and Kamrath, Houston architects, was presented the first annual producers council of Houston distinguished service award for 1960 at the annual Christmas formal dinner and dance of the Houston Chapter of the Producers Council held at the Shamrock-Hilton Hotel.

The award was presented to architect Kamrath by honorable Lewis Cutrer, Mayor of the City of Houston, in the presence of Oscar Toelke, 1960 President of the Houston Producers Council, and approximately 500 Producers Council and A.I.A. members and their ladies.

Mayor Cutrer cited Kamrath for his leadership as outgoing president of the Houston Chapter of the A.I.A., the architectural accomplishments of the MacKie and Kamrath firm, and as a leading citizen of Houston. The Mayor paid tribute to Mr. and Mrs. Kamrath and their four children for leadership and accomplishments in the development of tennis on local and national levels.

SPAETH LITURGICAL AWARD AND LERCARO PRIZE FOR 1961 is offered under the auspices of the North American Liturgical Conference. The competition is open to architects, designers and students. First Prize is $750 and the Cardinal Lercaro Gold Medal; second prize, $200 and the Cardinal Lercaro Silver Medal; third prize, $50 and the Cardinal Lercaro Bronze Medal. The thirty best designs will be displayed at the 1961 Liturgical Week next August in Oklahoma City, Okla. Competitors may submit more than one design. Entry fee is $2.

For further details write or call Rev. Lawrence J. Green, S. J., Competition Director, Department of Architecture, University of Detroit, 4001 W. McNichols Road, Detroit 21. Competition closes May 15, 1961. The telephone number is UNiversity 2-6000.

RICHARD G. MILLMAN, AIA, has become a member of the firm of Kainlauri, MacMullan, Millman Associates, Inc., Architects and Engineers, of 2311 Shelby, Ann Arbor, Michigan.

Millman, a 1951 graduate of the College of Architecture and Design, University of Michigan, became registered as an architect in Michigan in 1955; a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects in 1956.

He gained his experience in architects' offices of Lansing, Ann Arbor and the Detroit area.

The firm is starting the New Year in enlarged and remodeled offices.

EERO SAARINEN AND MIES van der ROHE, two distinguished American Architects, have received Honorary Degrees from Wayne State University.

Other honorary degrees were awarded to Rt. Rev. Richard Emrich, Episcopal Bishop; Mrs. Josephine Gomon, former teacher at Wayne State; Mrs. Pauline Park Wilson Knapp, president of Merrill-Palmer Institute, and Richard M. McFeely, principal of the George Schools in Bucks County, Pa.

TALMAGE C. HUGHES, FAIA has been reappointed by Governor John B. Swainson to a seven-year term as a member of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors.

Hughes who has been on the Board for the past ten years, is currently its chairman.

JOSEPHINE WINN, wife of Detroit architect, Otis Winn, AIA, will have her new book, "Each Day's Proud Battle" published in March by New Authors Guild, a new division of Putnam's. It is an absorbing novel of a son's faith in his father.

MR. J. ROBERT F. SWANSON, AIA, President of Swanson Associates, Inc., Architects, Planners and Engineers, Bloomfield Hills, Michigan, has announced the appointment of Mr. Floyd H. Heineman as General Manager. Mr. Heineman will direct the business adminstration and contract activities for Swanson. An associate of the firm for the past four years, Mr. Heineman was formerly in charge of the Field Supervision and Construction Department.

Mr. Jack K. Monteith, A.I.A., a member of the Design Staff and Project Architect, has recently been appointed an associate.

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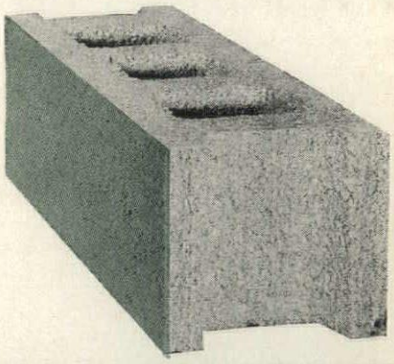

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Workshop

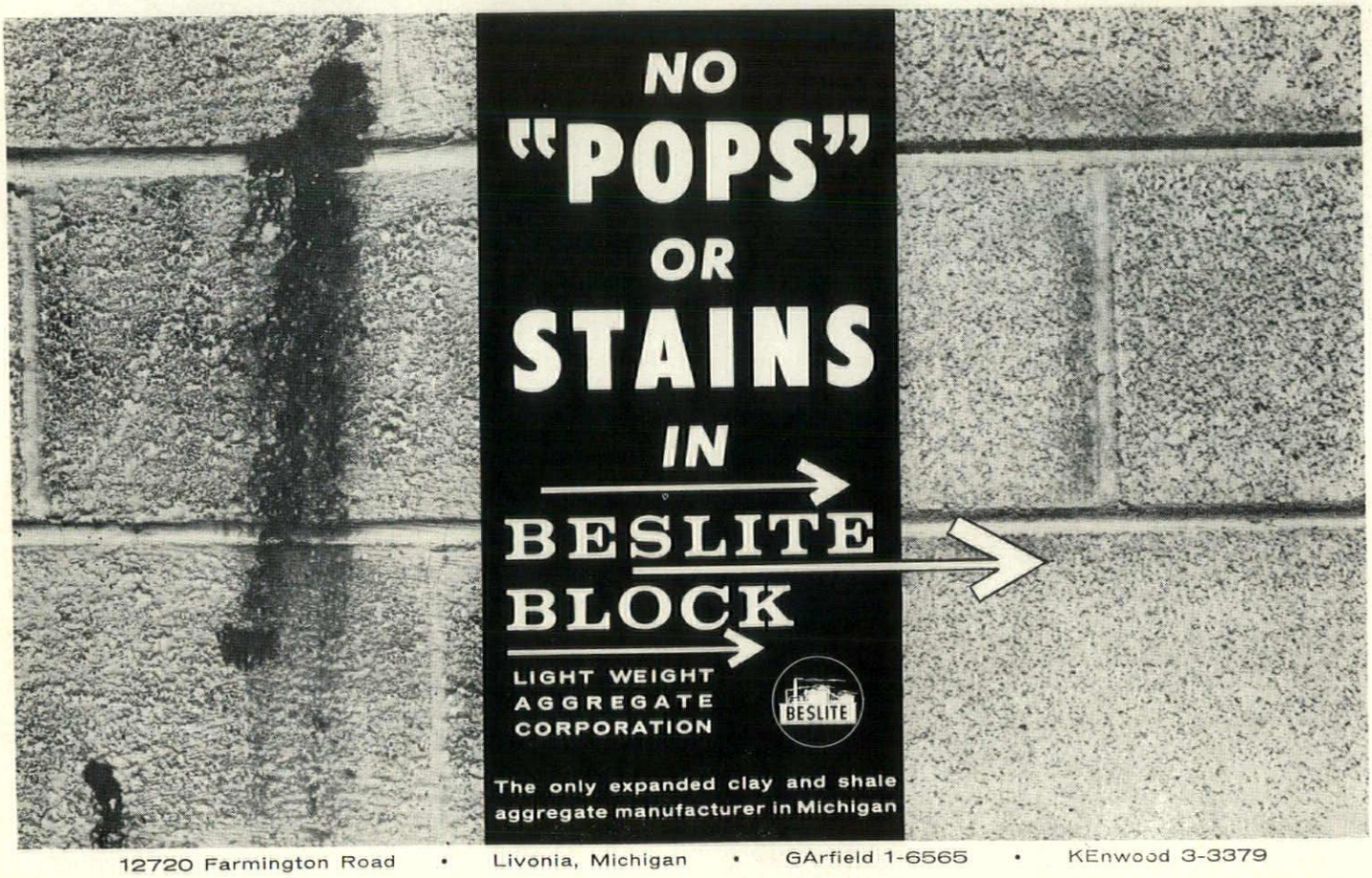
THE EDUCATION COMMITTEE of the Detroit Chapter, A.I.A., announces its Second Annual Workshop to be held May 6 at the McGregor Memorial, Wayne State University entitled "Exploration of Building Cost Factors."

We have selected three prominent speakers to lead the discussion. The speakers will be: an architect, Charles Hutchins MacMahon, Jr., A.I.A. a graduate of University of Michigan School of Architecture and Design.

A banker, Mr. Samuel A. Clark, assistant vice president of National Bank of Detroit. Mr. Clark has been in banking since 1920 and with National Bank of Detroit since 1942. He has primarily been involved in Mortgage Lending and for many years has been principally concerned with Industrial Mortgages. And a contractor, Robert Spiegel, a graduate engineer from the University of Michigan and now Vice-President of Palmer-Smith Company, General Contractors.

The subject matter will include the cost of professional services, estimating procedures, type of contracts, financing and investment, relation of property values to building costs, mortgages, bonds, subcontractor agreements, additional work agreements, etc.

If you feel that the subject matter is timely, send in an immediate request for a reservation for yourself and any appointed employees you desire to have attend. A limited number of participants will be accepted. The cost per day, including a roast beef catered luncheon will be $15. For further information call John A. Allen, AIA, Conference Coordinator and Committee Chairman, GR. 4-3350.



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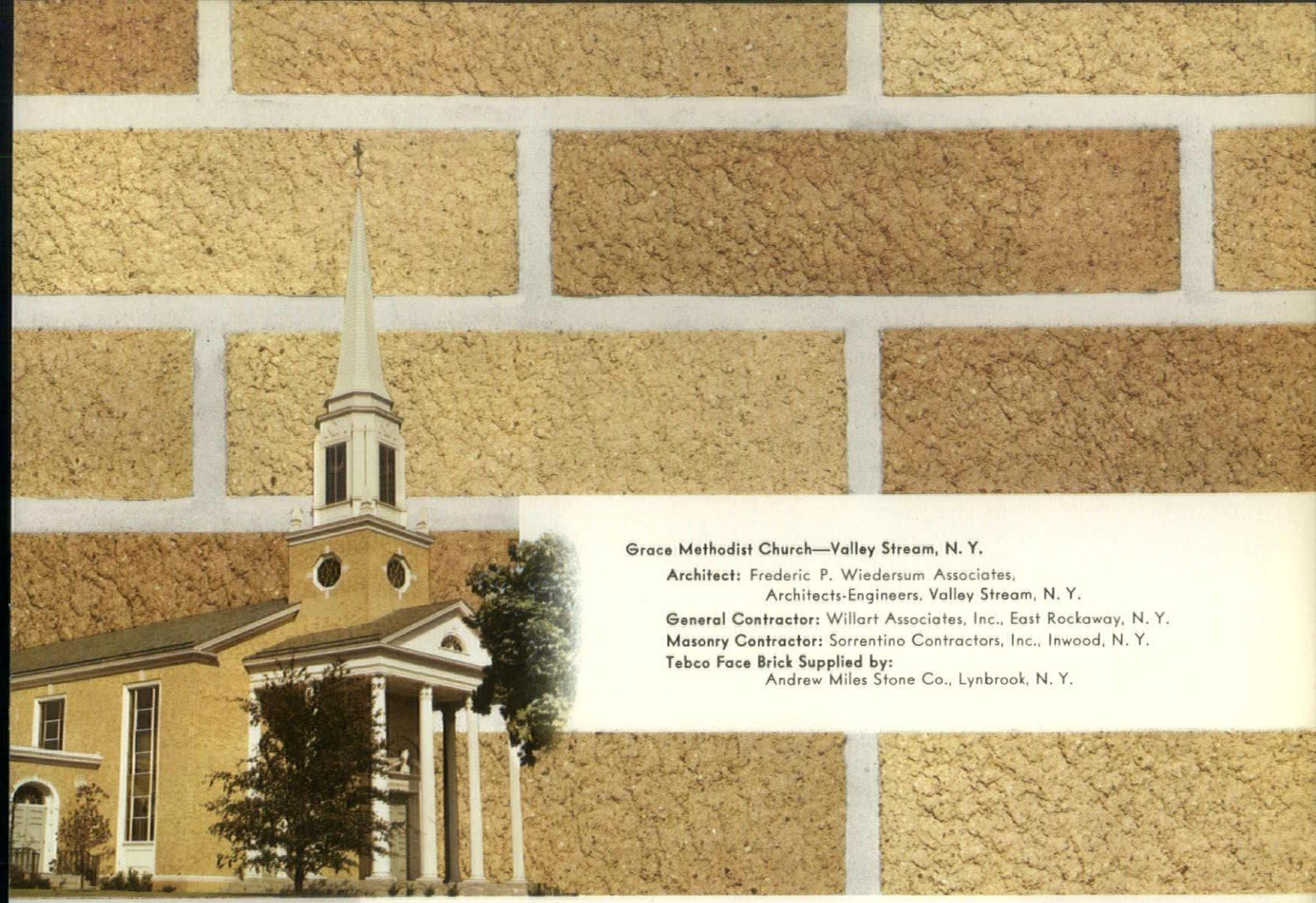

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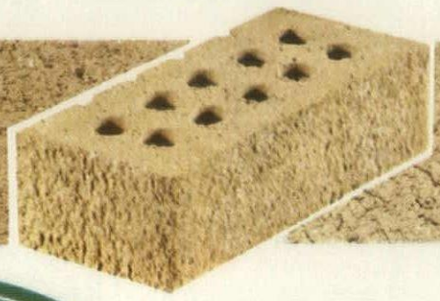

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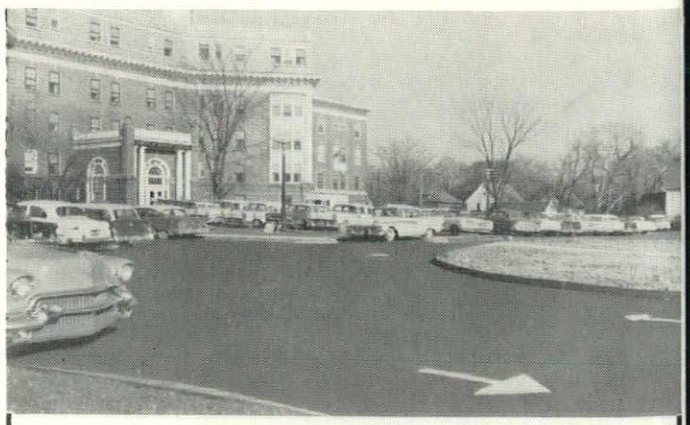

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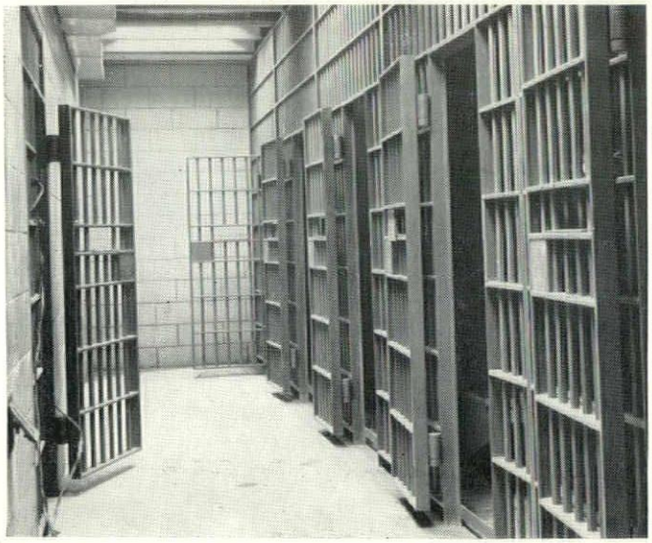

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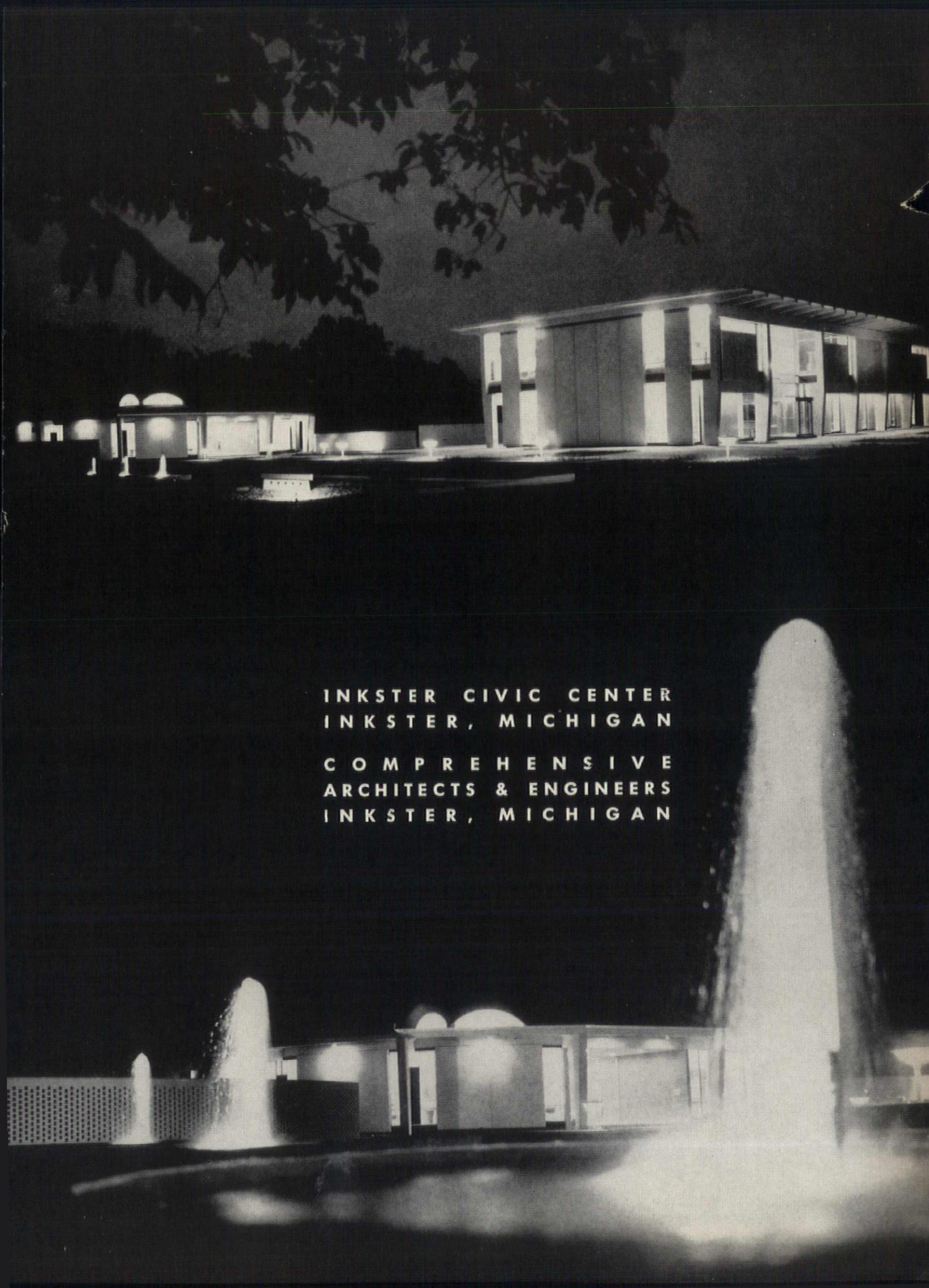

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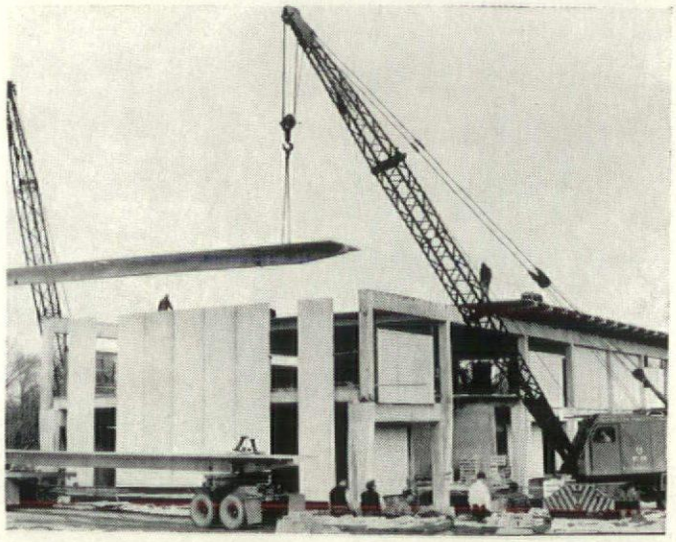
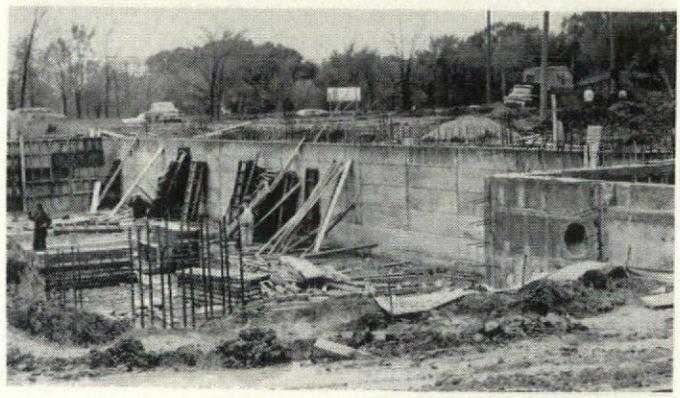
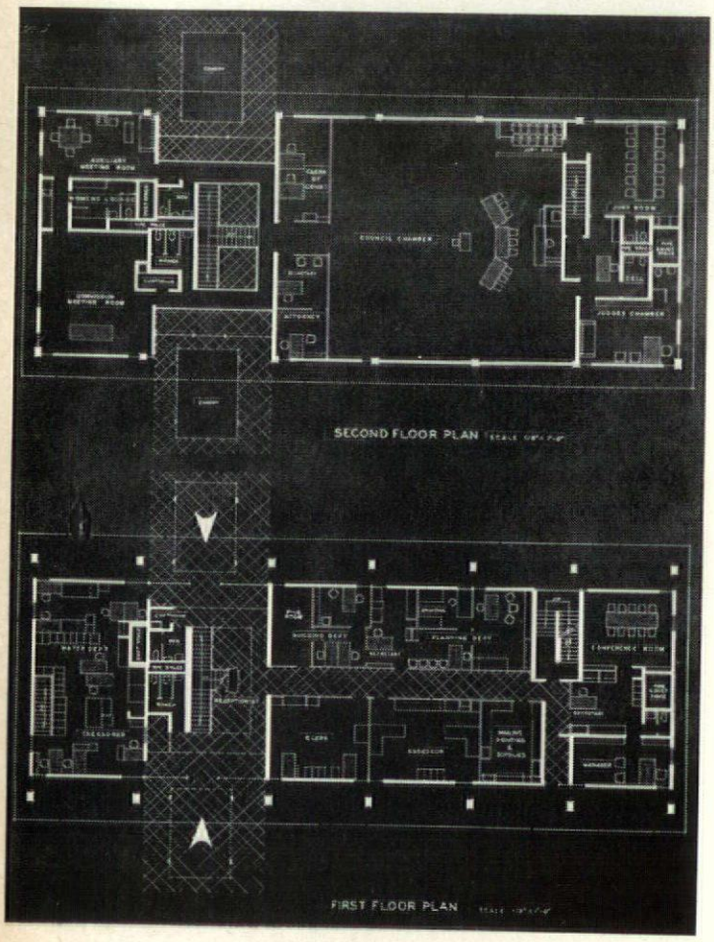
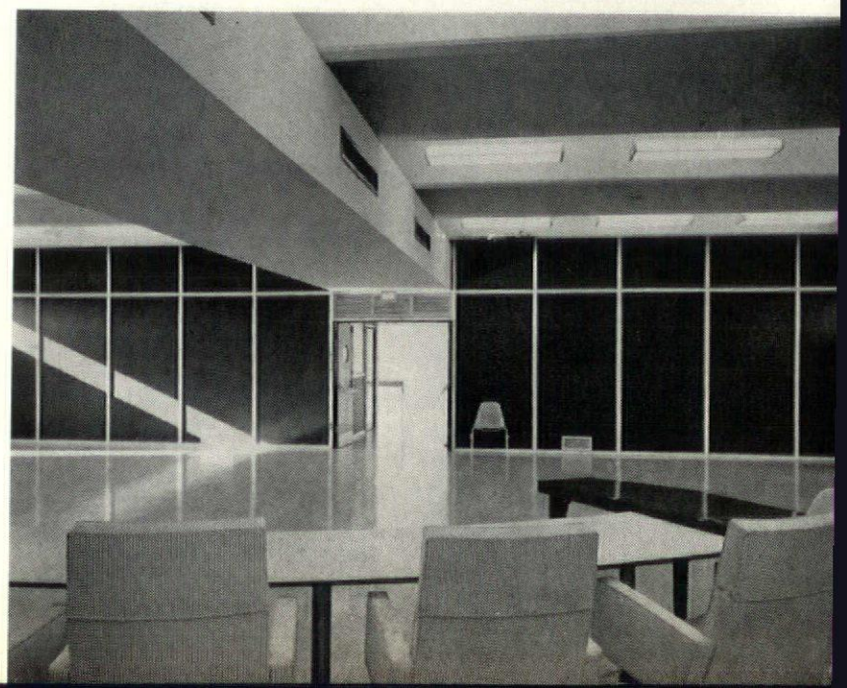
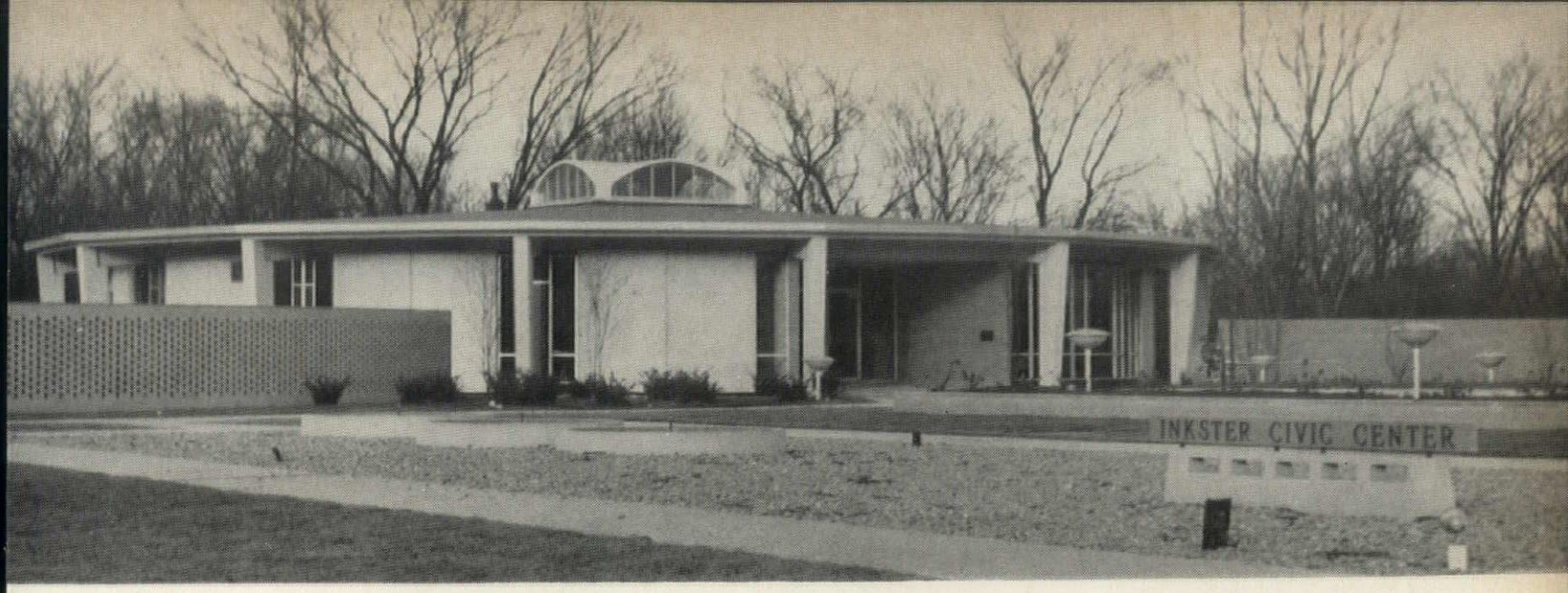


ADMINISTRATION BUILDING

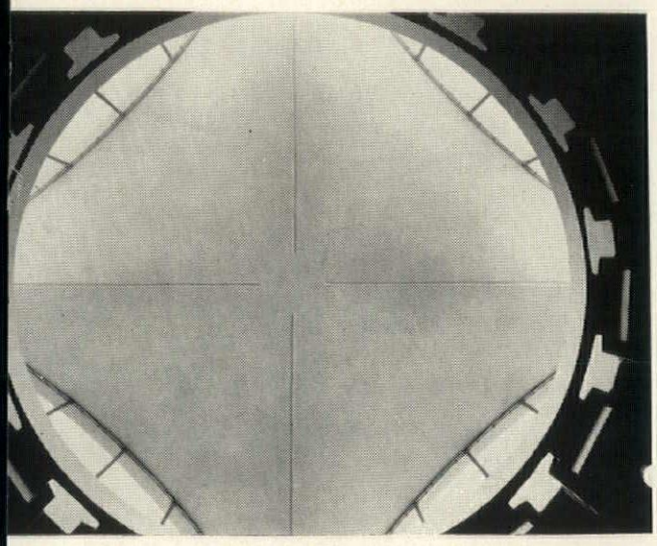


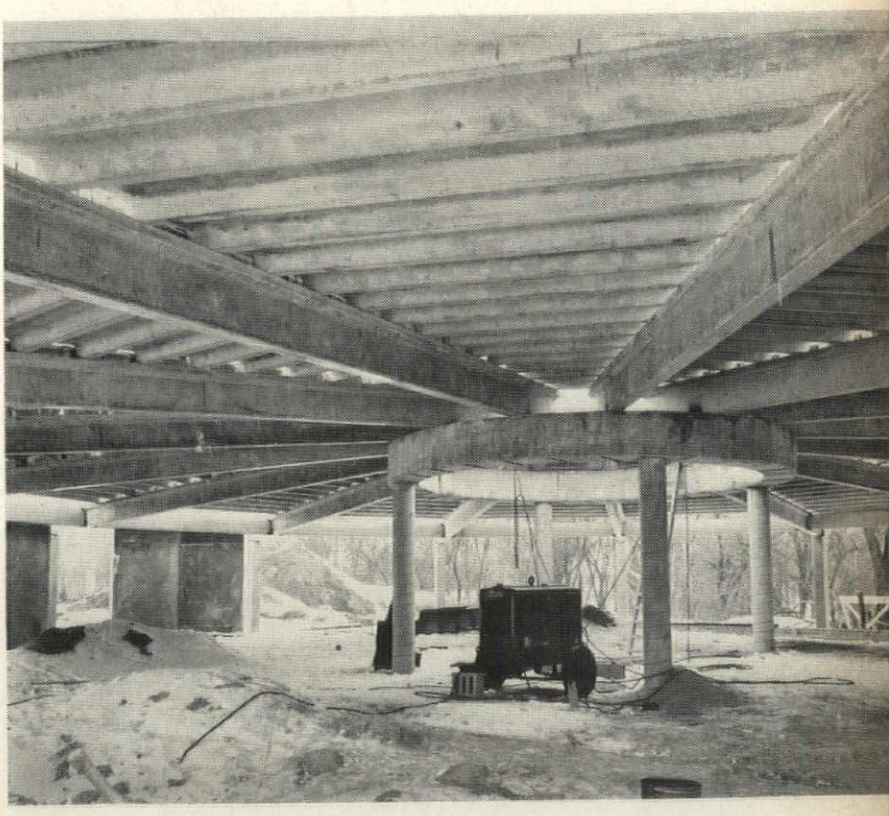


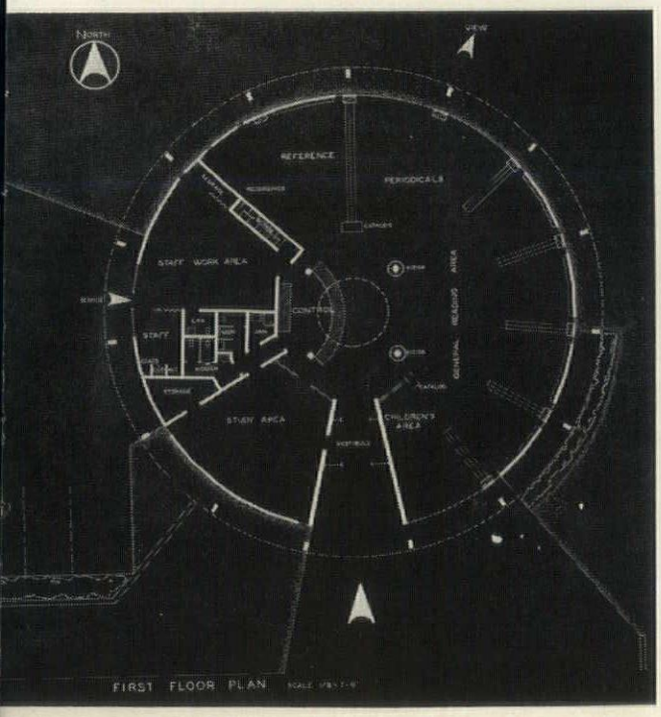


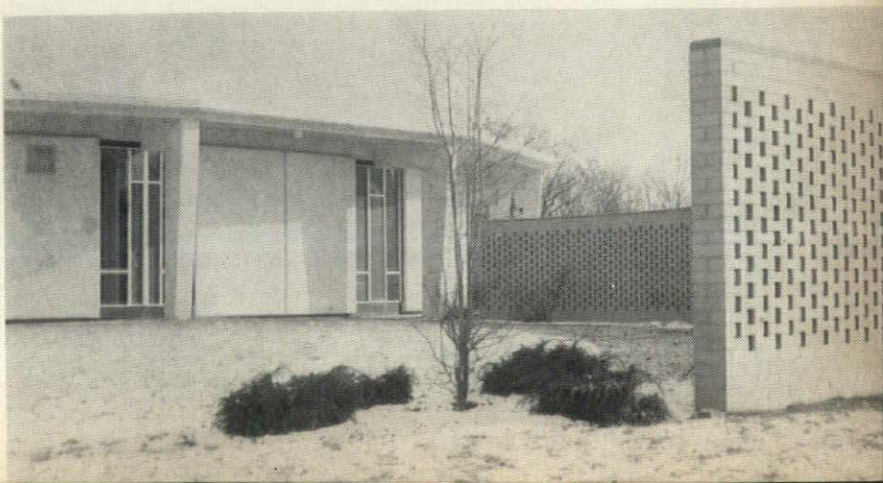


LIBRARY BUILDING

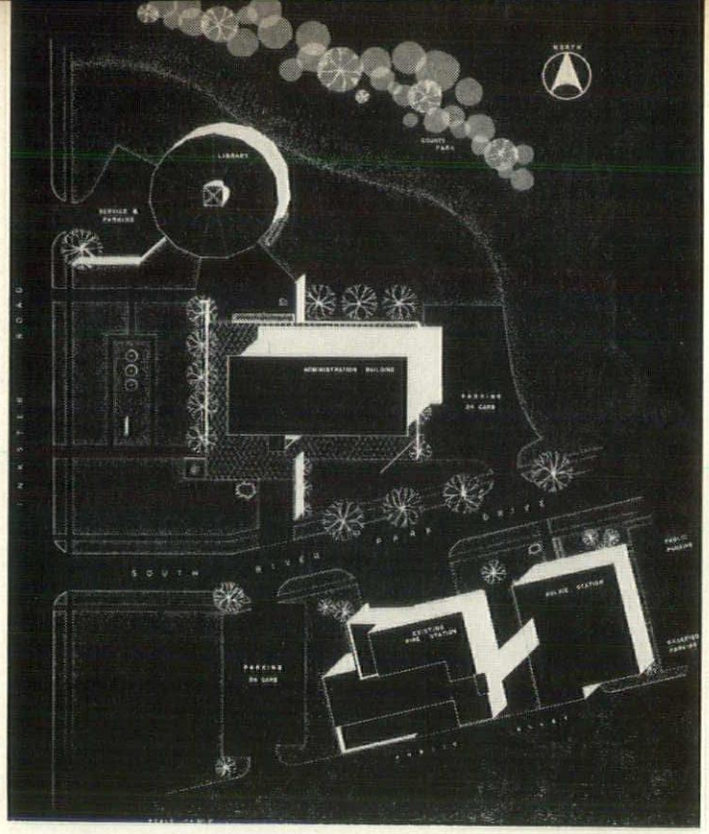








Michigan Society of Architects



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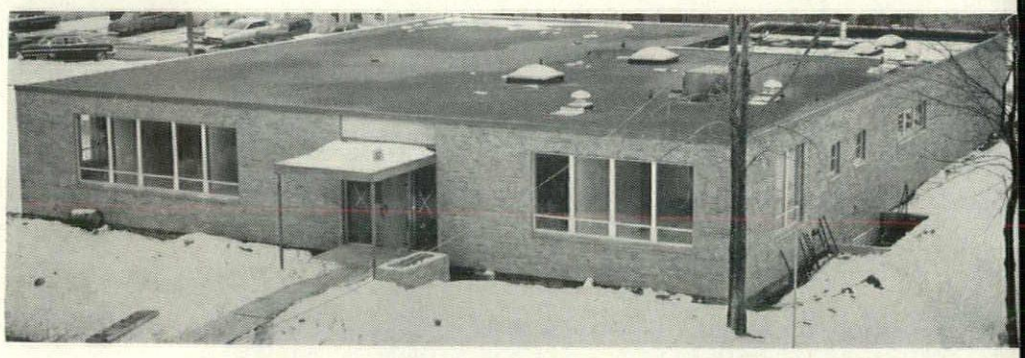

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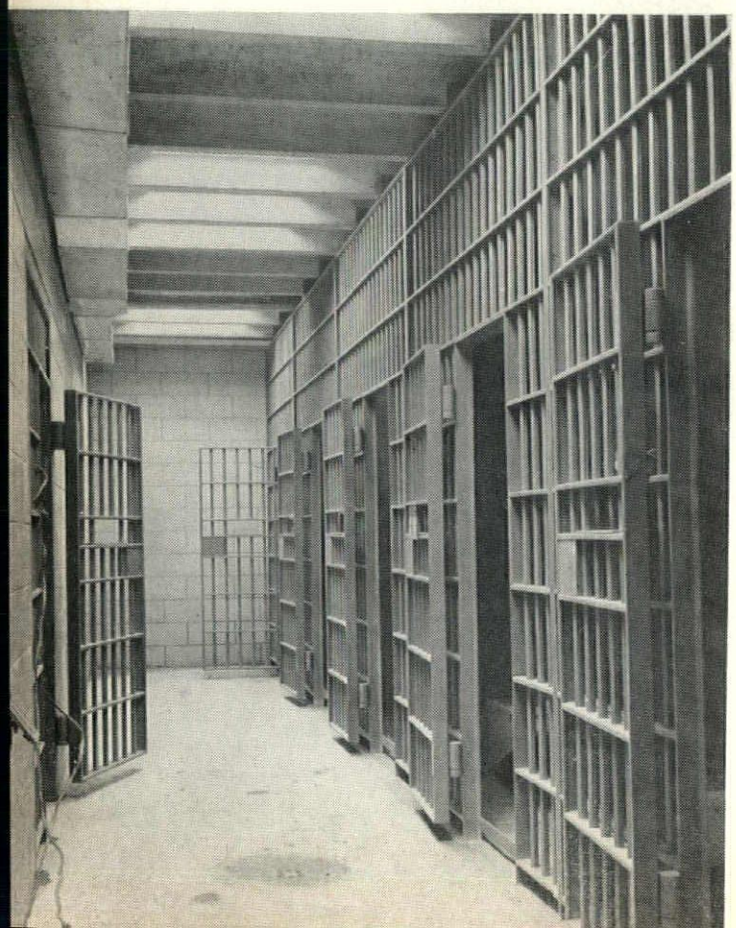
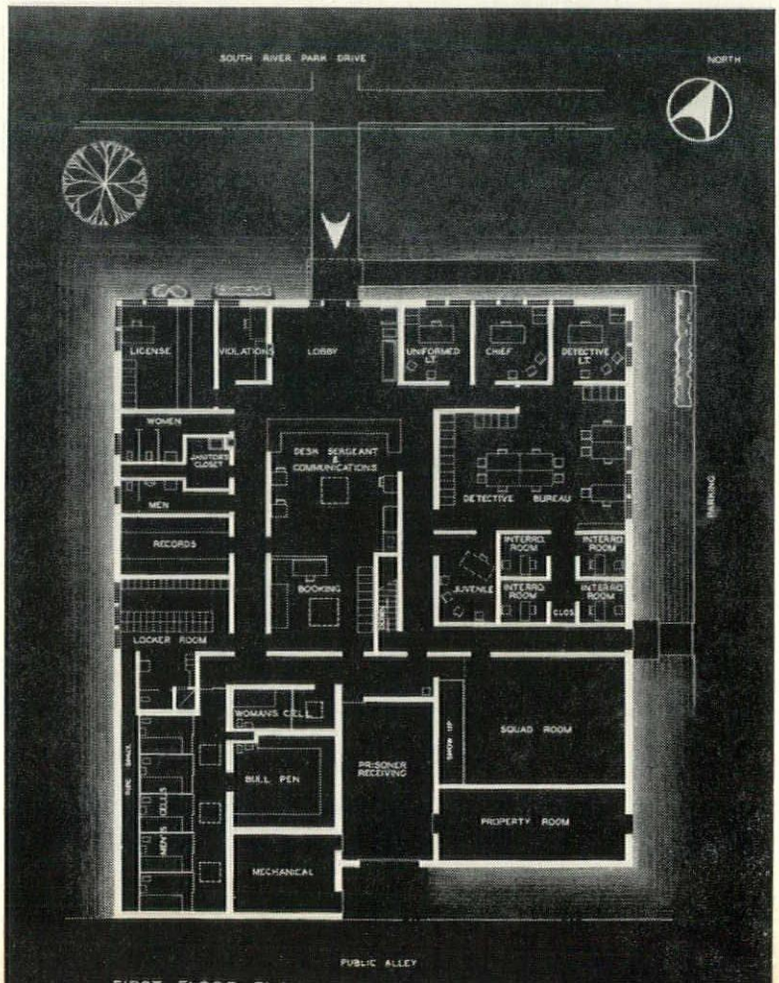


Ledger Star, Inkster, Michigan



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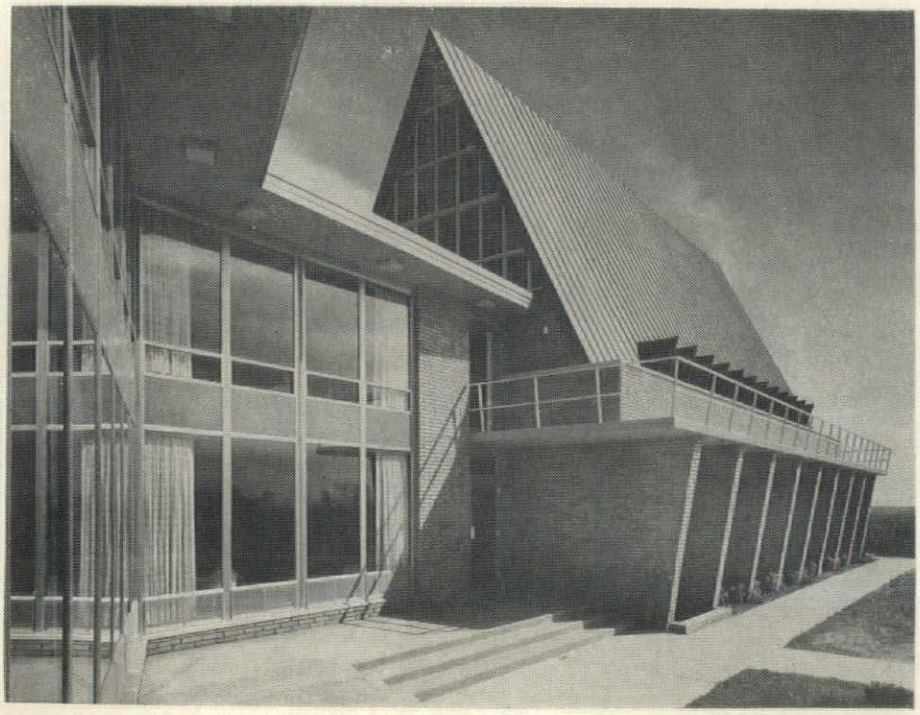

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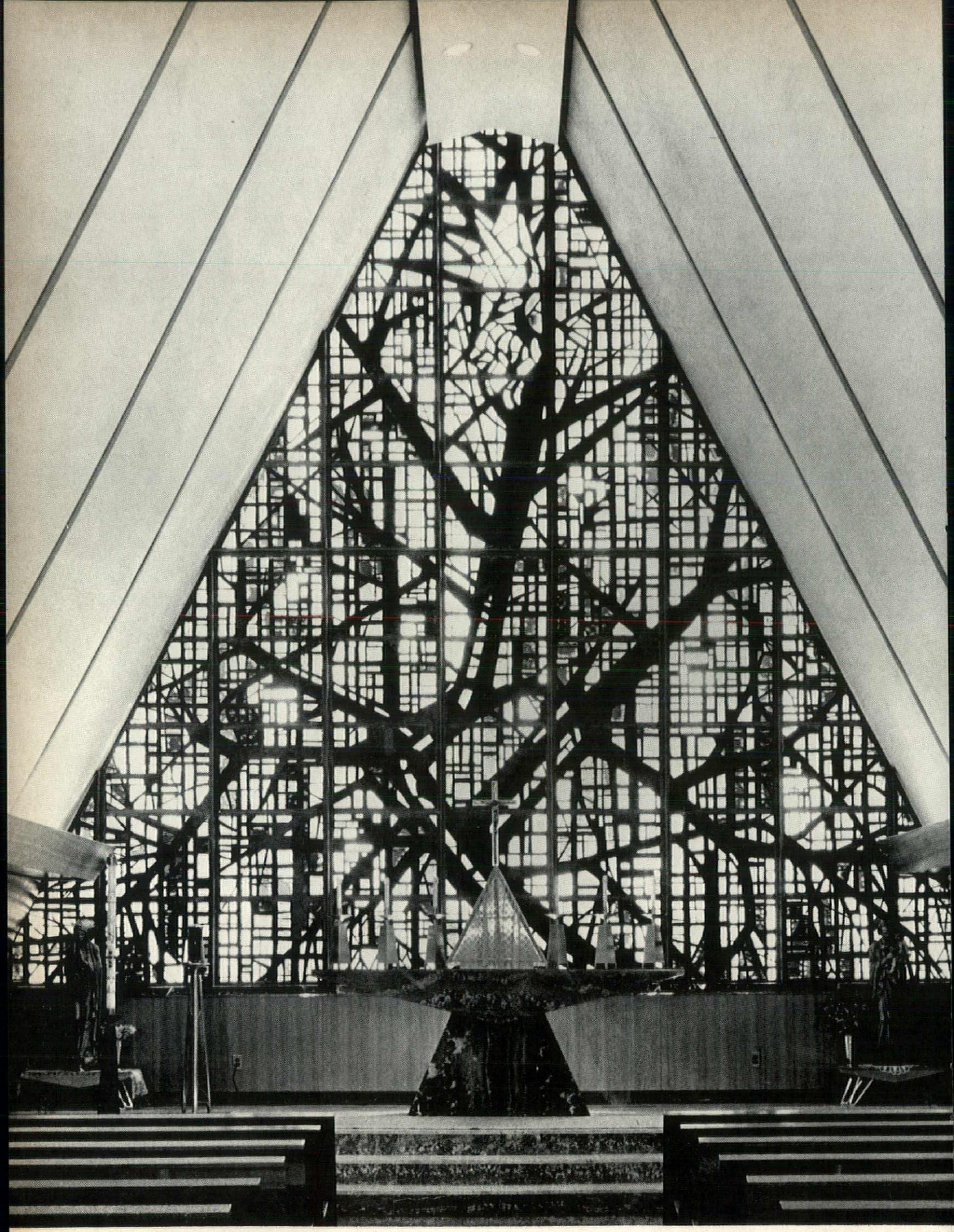

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By
JAY H.
VOLKERS, AIA
Chapter Correspondent

THE 1961 PROGRAM SEASON for the Western Michigan Chapter was kicked off at the University Club in Grand Rapids on January 30. Dean Phillip N. Youtz of the University of Michigan's College of Architecture and Design addressed the dinner group on the subject, "Training the Architect for the New Frontier." Herbert G. Daverman, AIA, was chairman of the day.

Youtz discussed the challenging changes and demands which confront the practicing architect in this new era of progress and then he pointed out that to meet the challenge of this new frontier tomorrow's architect must, in effect, be a philosopher with a broad liberal arts background.

He wound up his stimulating remarks by projecting his five-point curriculum for educating the future "architect-philosopher." He said, "The student should spend 1/5 of his time studying design, 1/5 of the time should be devoted to structures and materials, using practical math tailored to the designing of these structures, 1/5 of the time on physics and mechanical equipment, 1/5 on social studies including anthropology, geography, history, philosophy, psychology, etc., and 1/5 of the curriculum would include real-estate, economics, building costs, financing, etc." The complete text of the Dean's speech wil be published in a forthcoming issue of the AIA Journal.

Prior to the dinner meeting, the Chapter Board met to discuss the business at hand for the coming year, and to receive the reports from the Program and Public Relations Committee chairmen.

Peter Van Putten, AIA, Program Committee Chairman, reported on his committee's plans for 1961 and stated that all the programs for the coming year were being designed around the theme "The Architect on the New Frontier." He also reported that the February Chapter meeting would be held in the Lansing Civic Center on February 20 and was being sponsored by the Producers' Council in conjunction with their annual Table Top display.

He also reported that the March meeting will feature a new motion picture entitled "The New Age of Architecture," produced by the Architectural FORUM magazine. This is a 42-minute documentary film which discusses new ideas on aesthetics, new methods, new materials and the new frontiers of science and technology which will shape our new age of architecture. Honored by exhibition at the annual Edinburgh Film Festival, the film was described by the New York Times critics as "stimulating, provocative and unique." The film has been highly endorsed by the AIA.

At this January 30 meeting, Jay Volkers, AIA, Public Relations Committee Chairman, presented the Chapter officers with his committee's PR plans and ideas for 1961. The written report was prefaced with this definition of Public Relations which was quoted from the Octagon's handbook on PR,

> "Public relations is the practice of evaluating the profession's policies in terms of the public interest; identifying the profession's policies with the public interest; and communicating this state of identification to the public upon whom the profession's well-being depends."

The PR committee report stated that "although the national AIA staff has lended immeasurable assistance in the evaluation and identification of the profession's policies with the public interest, we, as individual architects and collectively as a chapter must during 1961 begin to face up to the fact that we have barely begun to communicate this state of identification to our publics."

Methods of communication to be implemented during 1961, according to the committee report, include an active speakers bureau, use of AIA films and filmstrips, vigorous publicity, architectural exhibits, career guidance programs in the schools, and community relations activities.

Chapter committees to serve during 1961 were appointed as follows (first-named is Chairman):

EXECUTIVE COMMITTEE: Gordon A. Belson, Robert C. Smith, George N Williams, Robert C. Wold, F. Gordon Cornwell, Claude D. Sampson.

MSA DIRECTORS: C. A. OBryon, Joseph T. Daverman, David E. Post, Robert C. Smith, George W. Sprau.

APELSCOR: Claude D. Sampson, Thomas S. Tanner, John H. Dabbert (Alternate).

MEMBERSHIP: Phillip C. Haughey, Brice McMillen, Carter B. Strong, John C. Tanner.

PROGRAM and HONOR AWARDS: Peter R. Van Putten, Richard R. Drury, John E. Knapp, Richard C. Lane, James L. Parent, Carl H. Zillmer.

PRESERVATION of HISTORIC BUILDINGS: Charles H. Norton, Walter S. Hansen, Carl C. Kressbach.

EDUCATION and REGISTRATION: Eugene J. Harmsen (Reg.), George B. Savage (Ed.), John H. Burgess, Jerry Fair, Clarence S. Roessler.

PRACTICE of ARCHITECTURE: Benjamin E. Rine, Jack L. Boller, Lee J. Brockway, Harold C. Cunningham, Eugene J. Harmsen, Irving G. Hunsberger, Richard Prince, Jr.

RELATIONS with the CONSTRUCTION INDUSTRY: Carl C. Kressbach, Joseph T. Daverman, Paul A. Hazelton.

PUBLIC RELATIONS: Jay H. Volkers, Thomas W. Bambassi, Paul C. Bowers, Louis J. Merdzinski, E. Oliver Hansen, Peter J. Futymoski, Richard K. Raymer, Fred J. Walters, Jr., Anthony Paparella.

LAKE MICHIGAN REGIONAL PLANNING: Edward R. Duffield, Bernard J. DeVries, Kenneth C. Welch, F. Gordon Cornwell, Donald J. McGrath, Carl H. Zillmer.

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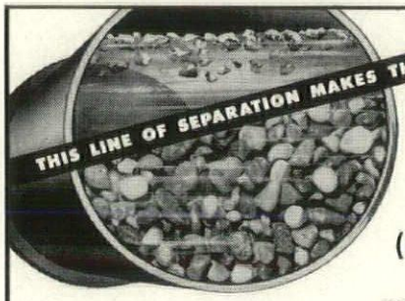

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WILLIAM D. BLACK, Director, 715 Stoddard Bldg., Lansing 23

CHARLES V. OPDYKE, Director, 3526 W. Saginaw St., Lansing 17

By
EDWARD K.
FITZGERALD, AIA
Chapter Correspondent

CLIMAXING A YEAR of organizational activity, Mid-Michigan chapter officially received its charter from the American Institute of Architects Friday evening, January 27. Philip Will, Jr., F.A.I.A. president of the A.I.A. and principal speaker for the evening made the presentation on behalf of the association.

Members and their guests met for a hospitality hour at the Lansing Civic Center preceding a banquet at which Richard C. Frank, Mid-Michigan president, presided. Wives of members, as well as distinguished guests from Lansing city govenment, state government, the architectural profession throughout Michigan and the building industry met with the 42 charter members for the first anniversary meeting.

Photos Courtesy State Journal

Examining one of models on display at Mid-Michigan Chapter's Charter Night, January 27, are AIA National President Philip Will, Jr. of Chicago, principal speaker of the evening and Mid-Michigan President & Mrs. Richard C. Frank. Photo displays of work of Lansing area architects provided background for banquet hall.

Enjoying the hospitality hour preceding Mid-Michigan Chapter's charter night banquet January 27 were Mr. & Mrs. Adrian Nelson Langius, and Mr. & Mrs. William Black, all of Lansing

Mr. & Mrs. Fred Marin and Mr. & Mrs. Clark Ackley, all of Lansing, being served at the pre-dinner hospitality table at Lansing Civic Center. Mr. Marin is president of Bank of Lansing. Mr. Ackley is a director of Mid-Michigan Chapter.

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JACKSON B. HALLETT, Vice President, 219½ E. Main Street, Midland

LESLIE D. TINCKNELL, Secretary, 2216 Bay Street, Saginaw

EUGENE C. STARKE, Treasurer, P. O. Box 748, Bay City

VINCENT T. BOYLE, Director, 315 Post Street, Midland

PAUL A. BRYSSELBOUT, Director, P. O. 748, Bay City

BY
LESLIE D.
TINCKNELL, AIA
Chapter Correspondent

THE SAGINAW VALLEY CHAPTER is exactly that now, with all the members living within a twenty-five mile circle. Since this reduces the driving to a matter of a few minutes, members, you could almost stagger that far! May I present the membership list which comprises our enthusiastic organization:

CORPORATE MEMBERS

BAY CITY:

Allen, Samuel C.
Brysselbout, Paul A.
Goddeyne, Joseph C.
Morris, Douglas C.
Simon, E. Roger
Starke, Eugene C.
Wesolek, William G.

ESSEXVILLE:

Hacker, Irving
Humphrey, Donald R.

MIDLAND:

Allison, Harvey C.
Bell, Robert G.
Blacklock, Charles B.
Boyle, Vincent T.
Crampton, T. Eldine
Dow, Alden B., F.A.I.A.
Fraser, Williard E.
Hallett, Jackson B.
Hammerschmidt, Robert W.
Pereira, P. R. (M. Emeritus)
Priest, Leland G.
Schwartz, Robert E.
Warner, Frances E.

SAGINAW:

Frantz, Peter
Frantz, Robert B., F.A.I.A.
Kretchman, Robert A.
Nelson, Arthur E.
Oeming, David F.
Pococke, K. Dale
Prine, William O.
Spears, William A.
Spence, James A.
Tincknell, Leslie D.
Toshach, Daniel W.
Walsh, David E.
Waters, Clarence L.
Wigen, Frederick E.

BRIDGEPORT:

Kelly, Don Jay

ASSOCIATE MEMBERS

BAY CITY:

Kusch, Frederick M.
Smith, F. H.

ESSEXVILLE:

Lemke, Maynard L.

MIDLAND:

Fagely, Jack P.
Kostus, Robert F.
Vosburg, Charles
Young, J. Russell

SAGINAW:

Becker, Henry G.
Klonowski, Daniel J.
Smith, A. Calvin
Spence, James A., Jr.
Stenglein, William
Thiel, Robert J

Now that you have all been exposed, we no longer need to meet at secret meetings. This is a not-too-subtle reminder that it would be nice to see a large turn-out for all meetings. Members are now allowed to wear a smug smile and glance suspiciously at all non-members working in their offices.

This brings up the subject of non-members. This year we are pulling our Chapter closer together not only physically but, we hope, through concerted Chapter effort. One of our first Chapter efforts should be to "Help Stamp Out Non-members!" Invite, encourage, and bring out these people to our Chapter affairs. This is the year to integrate!

A club, group, or chapter is a worthwhile venture if you are willing to participate in the organization. This is particularly true of the grass roots of an organization, the chapter. The National functions are up in the clouds, and even the State Society is not quite a tangible body that means a great deal except to those directly involved. This places the success of a chapter squarely up to the membership. Professional societies are founded to strengthen the profession, and participation is the only method.

This year we are starting and continuing a few chosen projects which we feel are very worthwhile. The Public Relations Committee is turning full emphasis upon the establishment of a speakers' bureau. They are interested in all members who have an architectural or related subject other than "why I am the world's greatest architect and a few thousand selected slides of my work." We are interested in presenting the profession to the public in a manner such as President Toshach's talk on Russian Architecture or Bob Bell's discussion of the Modern Church. We need a good speaker on the Function of the Architect, for it is painful to see how little the public knows about what we do, even if we are now the heros in TV, stage, and magazine stories. All members who have material and would like to do this, please contact Bob Bell at 315 Post Street, Midland.

Another project that has been handled locally and which may be improved upon by joint effort is the guidance of high school seniors. There is material on this subject prepared at the national level, and a good presentation has been made. The Chapter should offer our services to the schools.

The Awards Committee will presently set up the program, which fine competitive and cultural exchange all officers and members will support. This program will create a great deal of interest and will stimulate all architects to evaluate architecture today.

The Bulletin Committee always does a fine presentation, and this year again we will have part of a Bulletin in which to display our work to our fellow MSA members. Each month the Chapter has a page in the Bulletin in which to inform its members and present ideas. To utilize this outlet, please contact me at the following address.

And now, Members, send your checks and cash contributions to:

LESLIE D. TINCKNELL, A.I.A.
2216 BAY STREET
SAGINAW, MICHIGAN

ALDEN B. DOW, FAIA, of Midland, Mich., was the recipient of Columbia University's Architectural Alumni Association President's Award for outstanding accomplishment in the field of design. Mr. Dow is an alumnus of the Columbia School of Architecture.

The award was presented by Morris Ketchum, Jr., FAIA, President of the School's Alumni Association. This was the second such award, the first having been awarded to Max Abramovitz, FAIA, a 1931 graduate of the School and member of the firm of Harrison & Abramovitz, Architects, of New York City.

In addition to the presentation of the award, the Alumni Day events included an exhibition of Mr. Dow's work.

FLINT AREA CHAPTER, A.I.A.

Official Publication of the Flint Area Chapter of The American Institute of Architects

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By
ROBERT S.
GAZALL, AIA
Chapter Correspondent

HIGHLIGHTS OF THE PAST MONTH for the Flint Area Chapter, AIA are as follows:

Two candidates for Corporate membership were presented and approved by the Chapter Executive Committee. They are Dale A. Suomela and Deane M. Truesdell. (See photographs)

DALE A. SUOMELA

DEANE M. TRUESDELL

Mr. Suomela of 810 South Ballenger, Flint was born at Flint. He attended Charlevoix High School and received his Collegiate Education at the College of Architecture and Design at the University of Michigan, graduating with a Degree of Bachelor of Architecture. While at the University Mr. Suomela was awarded the Regents-Alumni Scholarship. His Professional Training was received in the offices of Carl S. Schulwitz, Saginaw, Architects, John W. Sandeford, Architect in Augusta, Georgia, Nurmi, Nelson and Associates of Flint, and he is now currently engaged by the office of MacKenzie, Knuth and Klein, Architects, Inc. of Flint as a project manager. Mr. Suomela is registered as an Architect in Michigan and was formerly an Associate member of the Saginaw Valley Chapter.

Mr. Truesdell of 6244 LeBeau Street, Mt. Morris was born at Wayne, Michigan. He attended preparatory schools at Flint and received his Collegiate Education at Flint Junior College and the College of Architecture and Design at the University of Michigan, graduating with a Degree of Bachelor of Architecture. Mr. Truesdell received his Professional training in the Flint Architectural offices of T. Neel Eubank, A. Charles Jones, Associates and MacKenzie, Knuth and Klein where he is presently employed as a designer. He is registered as an Architect in Michigan and was formerly an Associate member of the Saginaw Valley Chapter.

The Mid-Michigan Chapter extended an invitation to the Flint Area Chapter to meet with them for their Producer's Council Meeting on February 20, 1961 at the Civic Center in Lansing.

President Clifford E. Gibbs assigned all chapter members to committees as established by the Chapter By-Laws. Such committees were to operate parallel to the Committee Structure of the Michigan Society of Architects and the Institute, wherever possible.

The Chapter selected Delegates to the Great Lakes Regional Council Convention being held in Kentucky. The Delegates include, President C. E. Gibbs; Vice President T. J. Sedgewick; Secretary R. S. Gazall and Treasurer G. E. Harburn and Directors A. Nelson and J. E. Tomblinson.

The Chapter's February Dinner Meeting was held Monday, February 13, 1961 at the Town House in Flint. Thomas J. Sedgewick of the Firm of Sedgewick and Sellers, Architects was Program Chairman. The most recent film in the AIA Library entitled "The Second United States" was presented. The film has just been released and has been prepared and developed by Time, Life and Fortune Magazines on Urban Renewal and Redevelopment. Guests to the Program were members of Flint's Steering Committee for the Local Urban Renewal Program. A most informative discussion and review of the Flint Program followed.

The Chapter's March Meeting was set for Monday, March 13, 1961 with Thomas J. Sedgewick appointed as Program Chairman.

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SOL KING, Director, 345 New Center Building, Detroit 2

ROBERT F. HASTINGS, Director, 3107 West Grand Boulevard, Detroit 2

HEADQUARTERS, 120 Madison Avenue, Detroit 26

Next Meeting

CRAIG ELLWOOD, articulate exponent of "skin-and-bones' architecture, will be the speaker at the Detroit Chapter, The American Institute of Architects meeting in Detroit's Rackham building on the evening of March 14. His subject will be "Nonsensualism," an illustrated critical analysis of arbitrary stylism and symbolism in current architecture.

The young designer has had a rapid rise to fame. He won first prize in the Collective Dwelling Category at the International Exhibition of Architecture in Sao Paulo, Brazil. The competition was judged by Le Corbusier, Gropius and Sert.

A leading housing magazine named him among 29 designers of "Houses of the Century, 1857-1857." His designs were exhibited at the Moscow Fair in 1959. Last year his one-man show was scheduled at the American Cultural Center in Paris, and throughout European and Scandinavian countries.

Peter Blake, architect, teacher and critic, has named Ellwood as "one of the three or four influential young architectural design talents in the United States," whose work has earned him many awards. He has designed several Case Study Houses for the Magazine, California Arts and Architecture. He is now designing several residences, including one in New York for Florence Knoll, on which Peter Blake is associate.

Mr. Ellwood has been very much in demand as a lecturer at most of the leading architectural schools of this country, and he has received invitations to speak in Mexico, England, France, Germany, Switzerland, Italy and Belgium. A European lecture tour is planned for him during 1961 and 1962.

CRAIG ELLWOOD

He has served as visiting critic at Yale University, at Massachusetts Institute of Technology and at Syracuse University. He expects to be at Tulane and Cornell next year.

This promises to be a rare treat for our members, their wives and guests.

Last Meeting

MR. JAMES E. ROEMBKE, PE, Program Officer for Shelter Promotion, Office Civil Defense Mobilization, gave a most interesting lecture at the February 15 meeting of the Detroit Chapter, AIA at Northwood Inn in Berkley. The address was illustrated with slides.

General Clyde E. Dougherty, Commissioner, Department of Buildings and Safety Engineering, City of Detroit, and head of the City's Defense program, introduced the speaker.

Chapter President, Paul B. Brown recognized Walter L. Couse and Mrs. Couse. Mr. Couse was recently made an honorary member of the Chapter.

The President called upon Linn Smith, AIA, Great Lakes Regional Director of the AIA, who gave an interesting resume of the recent AIA Board meeting.

Mr. Roembke reviewed the progress made by his office, supplementing it with publications on the subject of shelters. He stated that unsettled conditions in the world today make it imperative that architects and engineers become better informed about the effects of nuclar weapons and include in their designs some protective measures.

He showed many examples of such structures and gave figures on their relative protective values.

There was an interesting question and answer period following the address.

BIRKERTS & STRAUB and MINORU YAMASAKI AND ASSOCIATES, both of Birmingham, Michigan, received First Honor Awards in The AIA 1961 Honor Awards program. B & S for Summer House in Northville, Mich.; Yamasaki for his Reynolds Metals Regional Sales Office Building in Southfield, Mich.

These buildings, the jury said, "went far beyond mere competence and achieved true significance." There were seven Honor Awards and eleven Awards of Merit.

They jury consisted of Morris Ketchum, FAIA, of New York, Chairman; Fred Bassett of Seattle; Richard D. Butterfield of Hartford, Conn.; Arthur Q. Davis, FAIA, of New Orleans, and William L. Pereira, FAIA, of Los Angeles.

Certificates will be presented to architects and owners of all awarded buildings at the AIA Convention in Philadelphia, April 26, 1961.

GREEN & SAVIN, ARCHITECTS, AIA is the name of a new firm at 905 Livernois Avenue, Ferndale, Michigan consisting of Isaac Green and Joseph F. Savin.

Green, a graduate of Technology in 1952 and formerly professor of planning at the University of Chicago, has practiced in Detroit since 1957.

Savin graduated from the University of Michigan in 1953 and was formerly employed by Eero Saarinen and Associates, of Birmingham, Mich. He is now assistant professor of architecture at the U. of M.

MSA — SMCAD Industry Fund 1961 Draftsmen's Competition Closes Mar. 15

Bowling Leagues

DETROIT

ONCE AGAIN Robb J. Davis' team proves its mastery over Smith, Hinchman and Grylls.

In their second meeting of the season, with the last pin falling into the pit, the Davis team, led by their captain Don Peters, walked off the lanes with four points added to their win column. The Davis team now has won seven out of eight over the S H & G team. It was the first time this season that a team has blanked the champions.

Another surprising thing to note is seeing H. E. Beyster's team with a high team single game of 1057 and the team high three of 2923. Quite an accomplishment for a team that has been hovering in second division.

Paul Babij continues to hold the individual high three of 686 which he shot on the opening night of the season.

Incidentally Paul is a member of McGrath and Doman, a team which early in the season was battling for first place but has had its ups and downs and is now way down in the standing.

Wray Bailey is the top man with an individual average of 190.

With the schedule two thirds over the boys now are swinging into the home stretch and they will really go all out and watch for some sizzling scores.

The league held its annual mid-season stag party and over ninety some strong attended. The boys were treated to a wonderful buffet dinner, and many walked away with some worth while door prizes donated by Jack Becker of Detroit Leland Hotel, Otto Auch of Auch Co., Z. Margossian of the Deppmann Co., Jack Smolky of Frederic B. Stevens, Harold Allen of the Great Lakes Bowling Lanes and Les Davies of the Davies Engineering Co. Our sincere thanks to the donors of the prizes.

The annual Doubles Championship will be held on Saturday April 8, 1961, at the Great Lakes and entries are **now being prepared,** so let's have a big turnout and see who will dethrone John Davies and Jack Smolky, last year's Champions.

DETROIT ARCHITECTURAL BOWLING LEAGUE STANDINGS — FEBRUARY 6

		Won
1.	SMITH, HINCHMAN & GRYLLS	62.
2.	ROBERT J. DAVIS	53.5
3.	LESTER H. DAVIES	50.
4.	HERMAN & SIMONS	50.
5.	RALPH R. CALDER	45.
6.	ALBERT KOHN	44.5
7.	SNYDER & McLEAN	44.
8.	McGRATH & DOMAN	43.
9.	H. E. BEYSTER	40.5
10.	HARLEY, ELLINGTON & DAY	39.
11.	ALBERT SMITH	37.5
12.	DARANAY (A. & A.)	38.
13.	MICHIGAN TESTING ENGRS.	33.
14.	DIEHL & DIEHL	33.
15.	GIFFELS & ROSSETTI	33.
16.	BODDY, BENJAMIN, & WOODHOUSE	26.

TEAM HIGH THREE

H. E. BEYSTER	2923
HERMAN & SIMONS	2877
ALBERT SMITH	2873
SMITH, HINCHMAN & GRYLLS	2873

TEAM HIGH ONE

H. E. BEYSTER	1057
ROBERT J. DAVIS	1048
ALBERT SMITH	1033

2nd HIGH 3		2nd HIGH 1	
BABIJ	686	GLINZ	258
BAILEY	657	AUCH	256
DALEY	643	BAILEY	254

THE 10 HIGH AVERAGE BOWLERS

1.	BAILEY	190
2.	SMOLKY	183
3.	GUSTAFSON	182
4.	McGRATH	182
5.	ZAJDEL	181
6.	OTTO AUCH	181
7.	POMA	180
8.	R. L. GARDNER	179
9.	MARSH	178
10.	BABIJ	177

Watch our next column for the big event—our Annual Grand Banquet.

SUBURBAN

WITH THE END of the second round of bowling getting near, Hubbell, Roth & Clark, one of the new teams in the league, still holds the high team single, set two months ago. They lost out in high team series to Swanson Associates recently when Swanson bowled 2726.

Suburban Architects & Engineers Assoc. team (last years champions) is still holding on to first place by a slimmer margin than they had after the first round. They were leading by 12½ points then and the lead as of Feb. 9, 1961 has been cut to 8 points.

With a good run of luck any of the teams in the first division could still be the champions. There is a spread of 18 points occuring there.

SUBURBAN ARCHITECTURAL BOWLING LEAGUE STANDINGS—FEBRUARY 9, 1961

		Won	Lost
1.	SUBURBAN ARCHITECTS & ENGINEERS ASSOC.	62	22
2.	O'DELL - WHITE	54	30
3.	SWANSON ASSOCIATES	53	31
4.	CUDDIE ENGINEERS	46½	37½
5.	LINN SMITH ASSOC.	44½	39½
6.	R. E. DAILEY	43½	40½
7.	O'DELL - BLUE	40½	43½
8.	J. D. BUSCH & SONS, INC.	39	44
9.	DEZUR AND REESE	38	46
10.	LEVIN, PIERCE & WOLF	36	48
11.	HUBBELL, ROTH & CLARK	36	48
12.	GATCHELL AND BURWELL	35	49
13.	B. L. BRINKLEY	32½	51½
14.	FONTANESI - KANN	28½	55½

TEAM HIGH 3

SWANSON ASSOCIATES	2726
HUBBELL, ROTH & CLARK	2677
O'DELL - BLUE	2673

TEAM HIGH 1

HUBBELL, ROTH & CLARK	1003
O'DELL - BLUE	963
J. D. BUSCH & SONS, INC.	962

INDIVIDUAL HIGH 3		HIGH INDIVIDUAL 1	
A. FAYDENKO	647	B. BRODIE	254
J. NEWBOLD SR.	629	D. KOVACS	245
L. SWARTHOUT	627	W. POOLE	243

THE TEN TOP BOWLERS

1.	A. FAYDENKO	11728	63	186
2.	M. LOTT	11053	63	175
3.	L. DAILEY	9492	54	175
4.	G. SCHENA	10340	60	172
5.	D. ENGLE	9854	57	172
6.	B. VAN DEVEN	10824	63	171
7.	B. DEZUR	9772	57	171
8.	J. NEWBOLD SR.	10753	63	170
9.	G. NELLAS	10716	63	170
10.	L. SWARTHOUT	10618	63	168

—DONALD M. LEECH,
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Mrs. Gustave Muth, Parliamentarian

OFFICIAL PUBLICATION OF WOMEN'S ARCHITECTURAL LEAGUE OF DETROIT

Have You Heard?

BY
EDNA
MORISON

NOTICE OF CHANGE IN PLANS:—Using a woman's perrogative and after much deliberation and planning, it was decided to sponsor two large Dessert Bridge Parties instead of a series of small ones as announced in the February issue.

Both parties are being planned to accommodate 200 women at each affair. The first party will be held on March 8, 1961 at 1:00 P. M. at Showcase, Inc., 136 Brownell Street, Birmingham, Michigan. The second party will be held on March 17, 1961 (a St. Patrick's Day Party) at 1 P. M. at Ann Arbor Women's City Club on Washtenaw Street, Ann Arbor, Michigan. Dessert and Coffee will be served. All kinds of card games will be played and there will be a prize for each table. Tickets are $1.25 each or $5.00 per table.

All wives of Architects (not necessary to be a member of WALD), Producers' Council, and Builders' and Traders' and the general public are cordially invited to attend. So here, gals, is an inexpensive way and a real opportunity to return a social obligation. "Our Men" have worked hard to restore Biddle House and I consider it rather an "honor" for them to ask us to add the "Woman's Touch" by furnishing Biddle House—sort of the last word, don't you think?

If our party dates are not convenient for you to attend and you would still like to participate in the furnishing of Biddle House, please send your contribution to Mrs. Frederick Schoettley, 629 Hawthorne Rd., Grosse Pointe Woods 36, Michigan.

For information concerning the "Birmingham Party," please contact one of the following: Mrs. Wm. Fernald, KE. 3-4943; Mrs. Fred Schoettley, TU. 6-0083; Mrs. James Morison, KE. 1-9118.

For information concerning the "Ann Arbor Party," please contact one of the following: Mrs. Phillip Youtz, NO. 2-2245; Mrs. Ralph Hammett, NO. 2-1470; Mrs. Clarence Roy, NO. 5-4523.

BENEFIT BRIDGE PARTIES FOR BIDDLE HOUSE FURNISHINGS

Spacious "Showcase" Lobby Makes Ideal Place For March 8th Party

CIRCLE THE DATES NOW! The 47th Annual MSA Convention will be held April 5-6-7 at the Sheraton-Cadillac Hotel, Detroit, Michigan. Pre-convention report by Ladies Activities Chairman, Mrs. Hurless Bankes, is most interesting. The Ladies are, of course, invited to participate in all the activities of the Convention. But they are especially invited to attend the Wednesday Night opening, annually referred to as "A I Antics." Thursday noon at 12:30 P. M. is the time set for the annual complimentary luncheon. It will be held in the Michigan Room with cocktails and favors for all.

The guest speaker will be Mrs. Steven Andler, a Grapho Analyst. She is a teacher of the 8 E-Z Steps, a primer course in grapho analysis, as well as a member of Michigan Grapho Analysts, Inc. speakers' bureau.

Her lecture is entitled "Your T's are Telling." This will consist of a breakdown on the letter "T" and why we make particular strokes in this letter. Most people have found this to be very interesting, especially when she does a few short "Quickie Analyses" on the hand-writing of various people present.

The Friday Luncheon, preceeded by a "Punch Bowl" Cocktail, will be served in the MSA President's suite. Reservations are limited and tickets for this luncheon may be purchased ONLY at the convention registration desk.

Watch for the WALD exhibit at the Convention. It will feature furniture to scale with paint and draperies being used in the Biddle House.

For a small donation, you will receive a ticket that will entitle you to enter into the drawing of the furniture when it is given away at the end of the convention. The furniture is suitable for a collection or can be used for children's toys.

REMEMBER OUR BRIDGE PARTY DATES—March 8, 1961, Showcase, Inc., Birmingham, Michigan and March 17, 1961, Ann Arbor Women's City Club, Ann Arbor, Michigan. Make your reservations early—tables are going fast—we don't want anyone to be disappointed. As Benjamin Franklin says: "Lose no time; be always employed in something useful; cut off all unnecessary actions." Come join us for the afternoon—see you there!

MRS. STEVEN ANDLER

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Eiserman Heads Exchange for 1961
Now in its 76th Year of Continuous Service To the Construction Industry

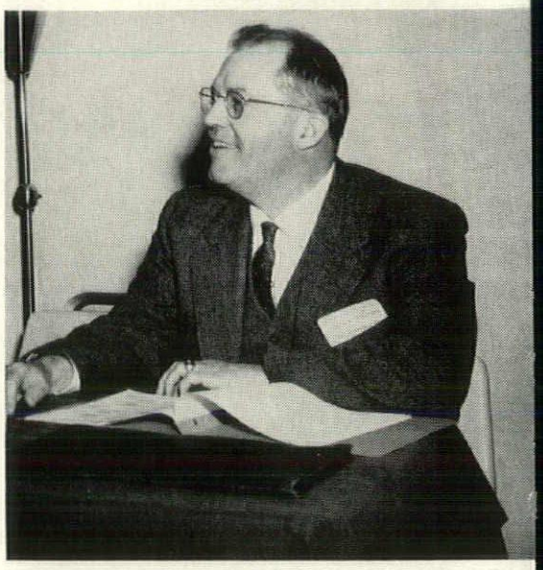
LYLE E. EISERMAN, owner, The Eiserman Company, has been elected President of the Builders' and Traders' Exchange of Detroit, succeeding R. L. Deppmann, President, R. L. Deppmann Company. Robert A. Carter, President, Robert Carter Corporation, and Franklin J. Knight, Executive Vice-President, Frank J. Knight Company, were elected Vice-Presidents for the 1961 term. Ralph W. Moore, Secretary and Assistant Treasurer, O. W. Burke Company, was elected Treasurer.

Newly elected to the Board of Directors at the Annual Meeting of the Exchange were Edward Chase, partner, The Chase Company, Louis J. Perrone, owner, Perrone Lumber and Millwork Company, and Ralph W. Moore.

Other members of the Board who continue to serve for the 1961 year are Peter J. Konig, Vice-President, Koenig Coal & Supply Company, Richard J. Kullen, President, Kullen Builders' Supply Company, and W. Rodman Turner, Vice President, Turner Engineering Company.

William C. Dennis continues as Secretary-Manager and John L. McGarrigle as Assistant Secretary-Manager.

The Exchange, organized in 1886, is entering its 76th year of continuous service to the construction industry and the general public.



PRESIDENT EISERMAN

More Than 200 Bowlers Attended 10th Annual Doubles Classic

GREAT LAKES BOWLING CENTRE was the site of the 10th Annual Builders' & Traders' Doubles Classic Saturday, February 11th. More than 200 bowlers participated in quest of the many prizes. Winners of the E. J. Brunner Trophy, emblematic of the best doubles combination including handicap, were John Davies of James N. Priest Co., and Jack Smolky of Frederic B. Stevens, Inc. They also received individual trophies in addition to cash awards. The doubles team competition was followed by stunt bowling, an excellent buffet dinner, entertainment, the awarding of door prizes, refreshments, and other customary social and recreational activities.

The following teams won prizes: (Scores listed include handicaps)

1—Jack Smolky, John Davies	1387	
2—Joe Herman, Ed Orr	1319	
3—Ernest Landry, John Perrone	1316	
4—Harold Trombly, Jack Larson	1310	
5—Vance Ciuchna, Joe Ternullo	1304	
6—Tom Villaire, Carl Dambrun	1299	Tie
6—Nelson Kropik, M. Murphy	1299	
8—D. O'Connell, D. McMillan	1297	
9—Norman Peters, Carl Daniel	1295	
10—B. Crossland, C. Chapman	1280	Tie
10—D. Rosenberry, Earl Fretter	1280	
12—P. Peterson, H. Wettlaufer	1275	
13—A. M. Arthur, Henry Young	1271	
14—Jack Lietke, R. M. Anderson	1270	Tie
14—Vern J. Hawley, K. Bennett	1270	
16—A. Brinkman, A. Jensen	1268	
17—William Gillett, A. Cetnar	1265	
18—Reg Simmons, G. Schena	1264	

Door Prizes were donated by:

Aluminum Supply Co.; Argo Steel Construction Co.; Geo. W. Auch Co.; Cliff Bell's; Alban G. Brinkman; Colonial Electric Co.; Walter L. Couse & Co.; Detroit-Leland Hotel; H. H. Dickinson Co.; Dow Chemical Co.; Fire Doors, Inc.; F. W. Fordon Co.; Geisz's Restaurant; C. J. Glasgow Co.; Great Lakes Bowling Corp.; John E. Green Plumbing & Heating, Inc.; Hansen Wholesale Lumber Corp.; Heineman-Lovett Co.; C. L. Holmes Co.; Judd Company, Inc.; Koenig Coal & Supply Co.; Kostere's Restaurant; Laco, Inc.; R. E. Leggette Co.; Frank Mitzel Insurance Agency; Moto-Crane Service; Joe Muer's Restaurant; Ornamental Iron & Stair Co.; Palombo's Restaurant; Par-Foam, Inc.; Patent Scaffolding Co. of Mich.; Norman A. Peters, Inc.; Pick-Fort Shelby Hotel; Reese Brothers Paint Co.; Rohn Fireproofing Co.; Roma Cafe; Frederic B. Stevens, Inc.; Standard Glass Co.; Taylor & Gaskin, Inc.; Town Pump; West Detroit Glass Co.; Wonder Bar; Yale Rubber Mfg. Co.

Members of the committee who worked so dilligently to make this affair a success are Nelson Kropik, Chairman; Charles Chapman; Horace Dickinson, Fred Hirtzel; Ferd Koss; John Maas; Frank E. Mitzel; Melvin Murphy, William Patterson; Monte Stanley; Jack Vinton; and Herman Marsh, Secretary.

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ANNUAL MEETING

Address and Presentation
By Roy H. Olson
Safety Engineering Consultant
Michigan Mutual Liability Co.
Detroit, Michigan

GENTLEMEN, construction workers are safer on the job than they are driving to and from work. To emphasize this comparison here are the headlines of three recent daily newspapers—"Three Die En Route to East Lansing" subtitle, same paper, "Crashes Kill Two Others From Area". "Three Killed in Eaton Crash". "28 Die in Weekend Accidents". These are daily headlines in almost any newspaper in the nation — and it is an impersonal thing to the average one of us unless we know the person or it happens to someone in our family.

There is no state in the nation where the Construction Industry has done more in Accident Prevention than right here in our state of Michigan. Many of the members of your Builders' & Traders' Exchange have some outstanding records on Accident Prevention and through the efforts of your Exchange the Educational Program in the Grand Rapids area has been outstanding.

In the past thirty years the National Safety Council reported frequency rate has dropped from fifty-seven to seventeen or eighteen accidents per million man hours of exposure. This is the national level and there is no doubt that in Michigan, that frequency is lower. There is no state in the nation where the Construction Industry has organized and developed a Construction Division, Michigan Safety Conference of all of the seventy-one Construction Associations which represents at least 25,000 contractors. This Construction Division M.S.C. is operated and controlled by representative contractors in all fields of construction. It has an Executive Committee of eighteen dedicated men including your Secretary-Manager, G. Winston Burbridge. Mr. Grant Smith, President, Owen-Ames Kimball Co. served as Chairman. Mr. Wesley G. Jeltema of Grand Rapids also is a member of our Executive Committee.

These and many others have served actively in your area in this state-wide movement. These men meet monthly to develop and promote the educational program so necessary in Accident Prevention.

As Course Director of the Construction Safety Training Courses conducted with Michigan State University and Northern Michigan College, I have presented certificates of course completion to 1,157 members of supervision and top management. No state in the nation has a program of this type with this many graduates from the Construction Industry. Many other honors can go to Michigan for the many one-day Construction Safety Seminars held in all key areas of Michigan. Some of the outstanding safety awards from national associations have been won by Michigan Contractors and Michigan Associations. All this in the interest of saving lives and preventing injury to the worker of your industry.

L to R—Roy H. Olson, Safety Engineering Consultant, Michigan Mutual Liability Co.; Grant R. Smith, President, Owen-Ames-Kimball Co., Grand Rapids; G. Winston Burbridge, Sec.-Mgr. Builders & Traders Exchange of Grand Rapids; John Dalman, Traffic Manager, Grand Rapids Gravel Co., Grand Rapids

Profit in Safety is the theme of Construction Safety Day at the Lansing Civic Center on April 13, 1961. Outstanding speakers including a well-known Chicago banker will speak on this subject. During these times of small profits in construction many a wise contractor is turning to the members of the Executive Committee, Construction Division, M.S.C. for a program on Accident Prevention that will make increased profits. Right in your area contractors have personally told me of thousands of dollars in the bank through an improved insurance experience and an indirect saving through an efficient safety operation.

One contractor talked of a $10,000 saving, another of a $40,000 profit that they would not have had without their Accident Prevention Program. My purpose in being here tonight as a representative of your State Construction Industry is to honor your Builders' & Traders' Exchange on its Golden Anniversary through its members for their service to the community and to the state in outstanding Construction Educational work.

To Grant R. Smith, President, Owen-Ames Kimball Co. it is an honor to present this AWARD OF MERIT, Construction Division, Michigan Safety Conference in recognition of his service to the Community in Construction Safety. Mr. Smith, to set a pattern for the industry as a general contractor, had the Training Course for Construction Supervisors brought to Grand Rapids for 100 members of supervision and top management for Owen-Ames Kimball Co. He has served on many a committee in state-wide safety activity and I know because of his efforts he will continue to receive further honors.

To Mr. John Dalman, Traffic Manager, Grand Rapids Gravel Co. I also present the AWARD OF MERIT for their Company's outstanding service to the community in Construction Safety. Their forty-five trucks operating in some very difficult areas while servicing the Construction Industry and while driving on the streets of Greater Grand Rapids have showed an improved fleet safety record each year since 1957 and thereby have won, through the Greater Grand Rapids Safety Council, the Michigan Mutual Liability Company bronze plaque three years in succession.

Too frequently it has become the habit of us, the public, to accept as a matter of fact the daily service of a dedicated man and of his value to us individually and to the community. Your Secretary-Manager, G. Winston Burbridge is one of those men. I personally know this is true and there are many who will agree and therefore representing your Construction Industry, Construction Division, M.S.C. I present this engraved plaque for outstanding service in Construction Safety. "Win" has given of his time for years to Construction Safety both in your community and on many a committee in state organiations. He worked hard to further the success of all of the Training Courses on Construction Safety that were held in Grand Rapids as well as at Michigan State University. It has been a pleasure to honor your Builders' & Traders' Exchange on this your Golden Anniversary.

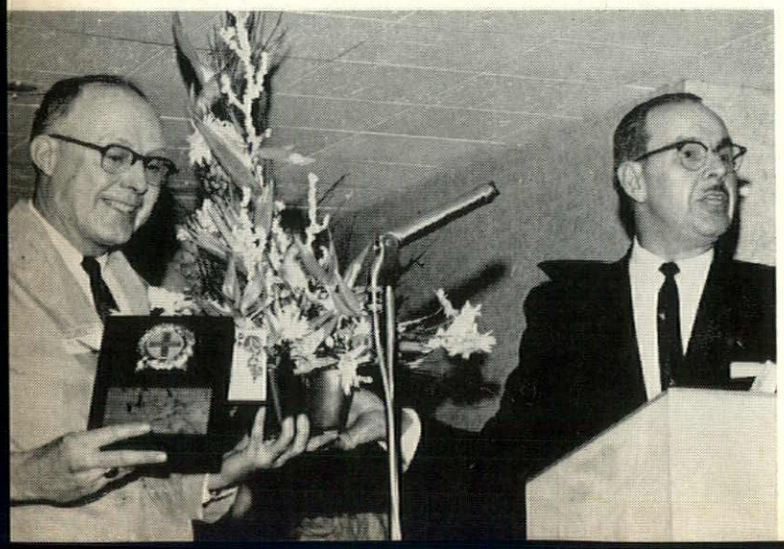
BACK NOW: Director Allen Conrad of The Christman Co.; Past President Ralph Gunthorpe of Dard Inc.; Treasurer Harold Minnis of Young Bros. & Daley; Secretary J. Revell Hopkins, standing at microphone; 1960 President Lester Simmons of C. G. Brenner, Inc.; 1961 President Bud Brown of B. & B. Building; 1961 Vice President Bill Hanel of Hanel Vance Construction Co.

FRONT ROW: Honored Guest Henry Reniger, of Reniger Construction Co.; Honored Guest Ted Lareau formerly of Michigan State Building Division; Master of Ceremonies Howard Astley of Young Bros. & Daley; First President (1944) H. R. "Bob" Roberts of the Christman Co.; Honored Guest Harry Conrad of The Christman Co., and Homer Bair

BUILDERS & TRADERS EXCHANGE OF LANSING

LEFT TO RIGHT: Ted Lareau; Henry Reniger of Reniger Construction Co.; George Anderson of George P. Anderson Co.; J. Revell Hopkins, Lester Simmons, Bud Brown; Hubert Bates, Chairman of Downtown Development Council of Lansing; Walter Lewis, and H. R. "Bob" Roberts

Builders & Traders Exchange Safety Committee: J. B. McKenzie of Silver Lead Paint Co.; Chairman Ray LaFave of Foster, Schermerhorn & Barnes; Paul Gillett of Douglas Steel Fab.; Ray Bebee of Service Window Cleaning Co.; Charles Morscheck of Mourer, Inc.; Russell Parish of Lansing Electric Motors; William Kane of Manson, Jackson & Kane, architects. Committee members Bob Worthy and Bud Brown not shown in picture. This Committee were given Safety Merit Awards by Roy Olsen, Secretary of the Michigan Safety Conference, Construction Division



PICTURES TAKEN AT 16TH ANNUAL MEETING

J. Revell Hopkins being presented Safety Awards and flowers for Mrs. Hopkins by Roy Olsen, Secretary of Construction Division, Michigan Safety Conference, for his outstanding service the past ten years in the field of Accident Prevention for the Builders & Traders Exchange of Lansing

THE PRODUCERS' COUNCIL Inc.

NATIONAL ORGANIZATION OF BUILDING MATERIALS AND EQUIPMENT MANUFACTURERS

Official Publication, Michigan Chapter

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What Constitutes the Ideal Sale?

By CHAS. W. TRAMBAUER, American Air Filter Co., Inc.

IT WOULD APPEAR to be the simplest act of acquiring an article in exchange for some monetary consideration. Of course it's actually more than that Unless it results in two completely satisfield parties (the buyer and the seller) it can prove to be an unfortunate happening indeed. To accomplish this is not so simple. If we expected to get five cents' worth of candy for four cents, we are likely to wind up with three cents' worth for our four cents and a complaint is not in order nor justified! Full value received for a fair price is the ideal.

In our business of selling unit ventilators and other heating and air conditioning equipment to the educational market:

(1) The buyer must of necessity be convinced that the equipment will last a lifetime with a minimum amount of maintenance.

(2) Prompt and efficient service by the supplier be assured for many years beyond any guarantee period.

(3) The supplier should have proven his stability by past performance that he will still be in business when replacement parts might be needed. This is not far fetched — in the last 30 years, fifteen companies have come into and gone out of our business including some large ones!

(4) Last but not least the equipment should be beautiful, functional, exceptionally quiet in operation and sturdily built at the time of its original installation.

From the above stringent requirements it becomes very obvious that our obligations as suppliers are many which require not only the finest materials and craftsmanship but more important, many many hours which cost money. Of course, some of the above can be accomplished by the "Me-too-cheaper!" There is nothing earth-shaking about the fact that any "copy" (such as the cheap imitation imports) had better cost less than the quality original.

Now we come to the crux of the matter. What would the buyer wind up with if we all copied? Stagnation. The end of progress. To perpetuate the process of living progress the pioneers and leaders of any industry assume the responsibility and financial burden for research and development of new ideas to create and market new and better products. It is not uncommon for us, Herman Nelson, to experiment with and test a new product two to three years before offering it for sale. This to ascertain that it will perform as claimed.

To perform this vital function we must depend on the fact that our architect, engineer and ultimate consumer friends recognize this part of a sale as essentially important and stay with their firm conviction to accept and insist on time-honored quality products even though a reasonable facsimile could be purchased for a little less money and a lot more grief.

Now we have assembled most of the pertinent components for a sale and our ultimate consumer is guaranteed full value received for a fair price WHICH CONSTITUTES THE IDEAL SALE.

REQUIREMENTS FOR PRODUCERS' COUNCIL MEMBERSHIP AND ITS DUES

THE PRODUCERS' COUNCIL exists for one purpose—to promote sales for its members' products.

Entering its fifth decade, the Council has built a reputation as **the** national trade association of building materials manufacturers—manufacturers who can be relied upon for integrity in product literature and other forms of selling . . . and most important for the quality and dependability of their products.

The By-Laws provide for membership in the Council for any person, firm, corporation or division of a corporation which is engaged in the manufacture of quality building materials or equipment, and which has its own sales organization, or any trade association of such manufacturers.

Firms invited to membership are those of character and good standing in the industry and who have given evidence of their recognition of ther responsibility to the public, the design and construction professions.

Annual dues of national and regional members are based upon the members' estimated volume of domestic sales (but not including labor or installations) of building matrials or equipment intended for permanent incorporation in, or necessary for the proper use, operation or maintenance of buildings, during the previous calendar year.

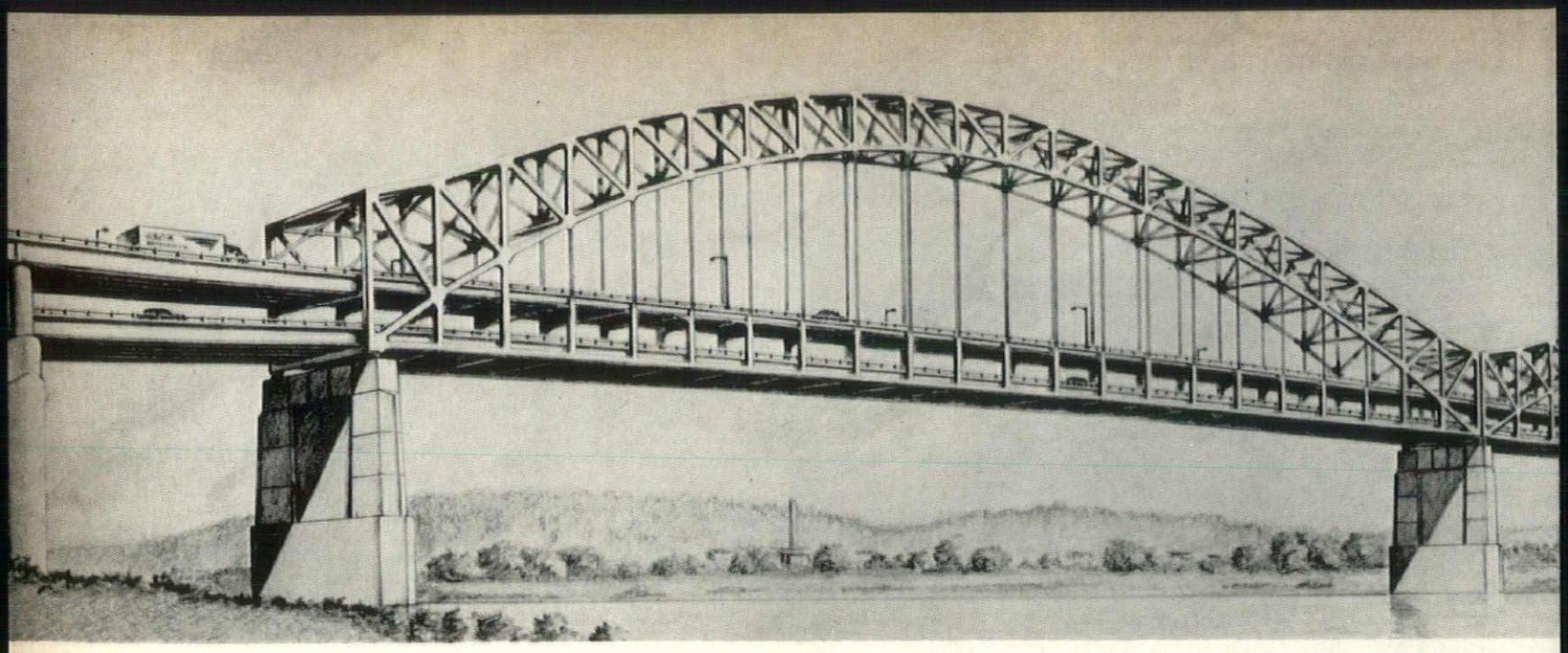
The annual dues of all members are payable in advance of January 1 of each year, except that dues in the first calendar year of membership are payable on or before the first day of the month following notification of election to membership and in an amount prorated in accordance with the number of months in the calendar year which remain subsequent to such notification.

The annual amounts to be paid by members are as follows:

National members: $500.00 for sales of 2 million dollars or less; $750.00 for sales of over 2 million to 6 million dollars; $1,000.00 for sales of over 6 million to 12 million dollars; $1,500.00 for sales of over 12 million dollars.

Regional members: $350.00 for sales of 2 million dollars or less; $600.00 for sales of over 2 million to 6 million dollars; $850.00 for sales of over 6 million to 12 million dollars; $1,350.00 for sales of over 12 million dollars.

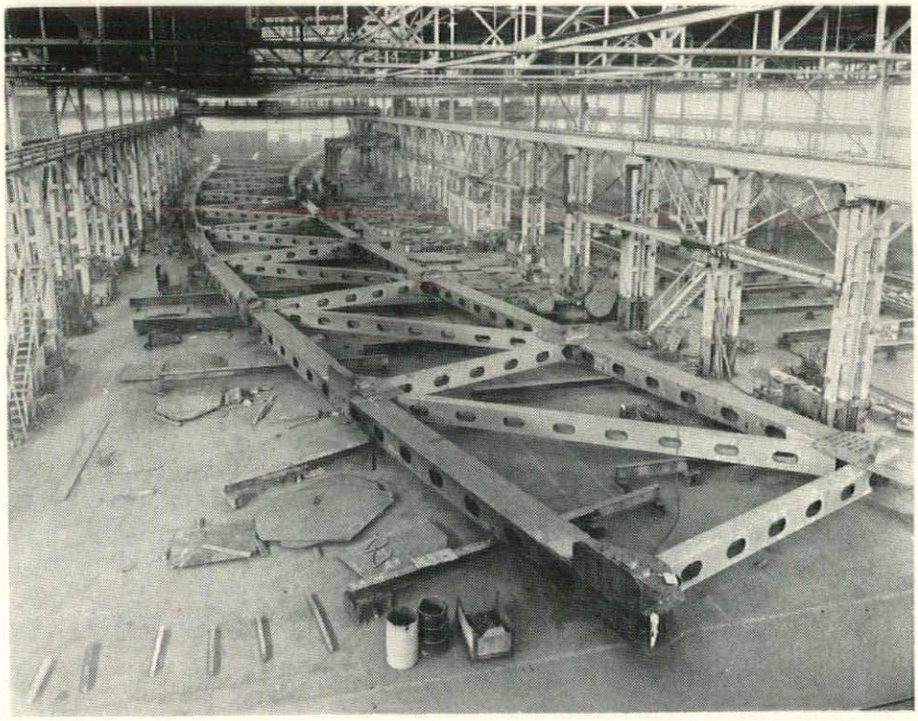
Trade Association members: $200.00.



New Albany Bridge over the Ohio River between Kentucky and Indiana is 1600 feet long and is a tandem tied arch, double deck design. It is being built with

BUILDING A BRIDGE BY PUSHBUTTON

By TED SEEMEYER



Kahler Photographic, Detroit

Fitting up arch assembly for New Albany Bridge to certify hole alignment and dimensioning of structure

THE CELEBRATED Italian architect Andrea Palladio (1518-1580) once said that a structure to be great must be "commodious, lasting and beautiful." Such a structure—a bridge—is now being fabricated under the most advanced push-button operation in America today by The R. C. Mahon Co. Structural Steel Division in their vast ultramodern plant in Detroit, Michigan.

It is the nation's first bridge to be built with the use of numerical controlled machining and will span the Ohio River between New Albany, Indiana and Louisville, Kentucky.

Designed by Hazelet & Erdal, consulting engineers of Chicago, Louisville, Cincinnati and Lansing, Michigan, the New Albany Bridge marks the initial use of 100,000 psi yield strength steel for bridge construction. It is a 1600-foot tandem tied arch of double-deck design. Total cost of the structure, including approaches and interchanges, will be between fourteen and fifteen million dollars. Mahon holds the contract for the entire superstructure which will cost approximately $5,400,000.

The Mahon Co. was founded in 1912 by two enterprising young men who had the spark of American industrial genius in their blood. Russell C. Mahon and Walter F. Sheetz through vision, perseverance and resourcefulness pioneered a small contracting firm into one of the country's largest building-products supplying and structural steel fabricating and erecting colossi, which today does an annual business of over fifty million dollars a year.

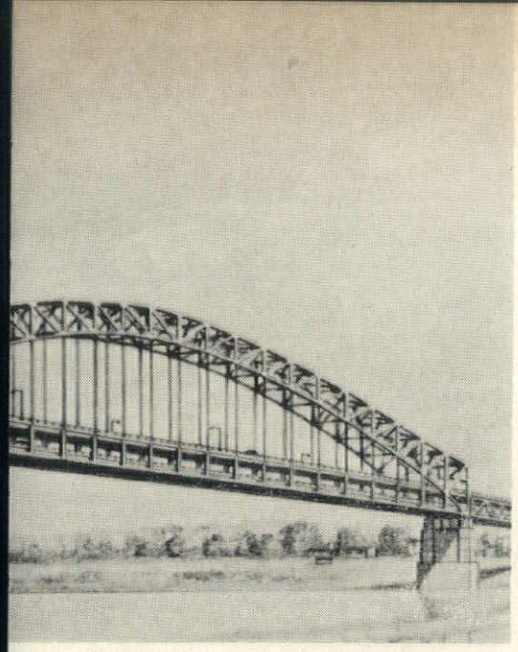
The Company, through the years, has always operated under the most sound business principles and is now made up of eight divisions. They are: Steel-Weld, Industrial Equipment, Steel Warehouse, Structural Steel, Insulated Metal Wall, Rolling Steel Door, M-Floor and Form, and Steel Deck and M-Deck.

The R. C. Mahon Co. Structural Steel Division is leading the structural steel industry into a new era of high quality, efficiency and productivity after completing the first phase of its multi-million dollar seven-year modernization program. With capital expenditures of over $600,000 since the program began two years ago, the Company has installed the structural steel fabricating industry's first numerical positioning controlled drilling machine, built the industry's largest paint conveyor system and installed the most modern high speed welding equipment.

During the next five years Mahon management plans to replace with new machinery the balance of all production equipment in the Company's Structural Steel Division.

According to Company President Walter F. Sheetz, "The objective of our modernization program is to fabricate steel structures in the shortest possible time and at the lowest possible cost. We are meeting this objective through greater integration of our plant operations with modern metalworking methods combined with the latest materials handling and live storage techniques."

The most important step in the modernization program to date, of course, has



the most advanced technique in bridge construction

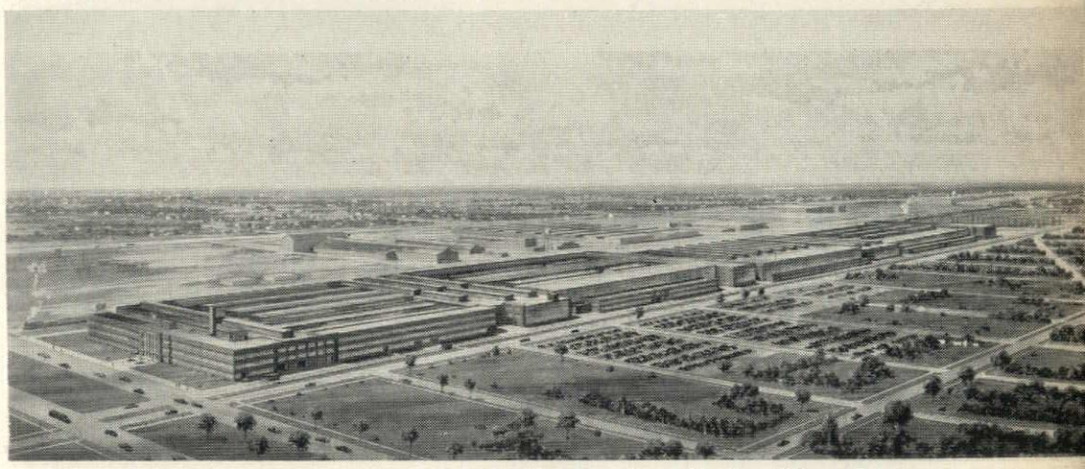
Jean Raeburn, New York

MAHON PRESIDENT SHEETZ

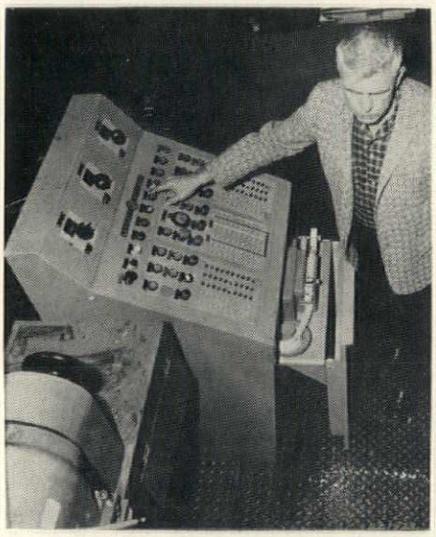
can handle two hundred tons of steel per day, compared to fifty tons per day previously. This extensive modernization program has cut painting costs in half.

The paint system conveyor extends from the paint interior directly to the shipping area outside the plant. This presents an added advantage in the general material handling operations in the Mahon plant. With the conveyor in constant motion finished structures, painted or unpainted, can be placed on it as they are completed.

To facilitate its Western operations the Company has recently opened a new $3,500,000 manufacturing and administrative center in Torrance, California.



The vast, ultramodern R. C. Mahon plant in Detroit, Michigan where the New Albany Bridge is being built



The control tape and control panel for the Hill numerically controlled beam and column drilling machine

been the installation of the numerical positioning control drilling machine. Cost savings of approximately 85 percent in producing holes are achieved with this machine in its initial application on structural components for the New Albany Bridge.

The machine was designed and built by Walter P. Hill, Inc. of Detroit for Mahon. The cost savings produced by the new machine are attributed directly to the elimination of hole pattern layout operations, the use of high speed drilling, and the application of automatic conveyorized feeding of beam and column sections into, through and out of the tape controlled drilling machine.

Another distinct advantage resulting from numerical drilling is the accuracy of hole pattern. With the new machine, hole patterns are repeatable wtihin ±.005 in. By comparison, conventional structural steel machining tolerances for multiple hole patterns may be up to ± 1/8-in. Such tolerances result in costly bridge reaming operations during final assembly.

"When all of the drilling operations on structural components at Mahon are performed on numerically controlled machines," says Mahon Vice President Walter E. Willard, manager of the Structural Steel Division, "virtually all reaming operations will be eliminated."

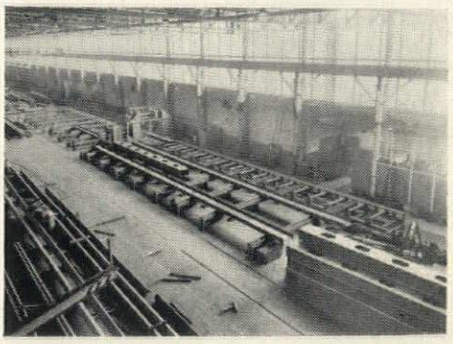
New automatic welders are being used to produce much of the 57 miles of weld needed on the New Albany Bridge. The mechanized welders operate approximately twice as fast as manual units and the larger tandem arc automatic units are up to five times faster. This reduces the cost of welding and increases speed of production.

Mahon has also installed a giant paint-conveyorized-system fifteen feet wide by four hundred feet long, the largest in the industry. Huge steel structures are sprayed from above and below as they move through the paint spray booth at five feet per minute.

Previously large structural assemblies, many of them weighing up to fifty tons and up to 96 feet long, were laid on the floor, painted on one side and then turned over to paint the other side.

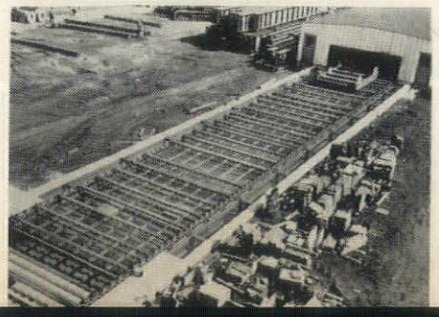
This procedure required considerably more crane maneuvering of cumbersome components, wasted paint and resulted in excessive down-time of painting operations and personnel.

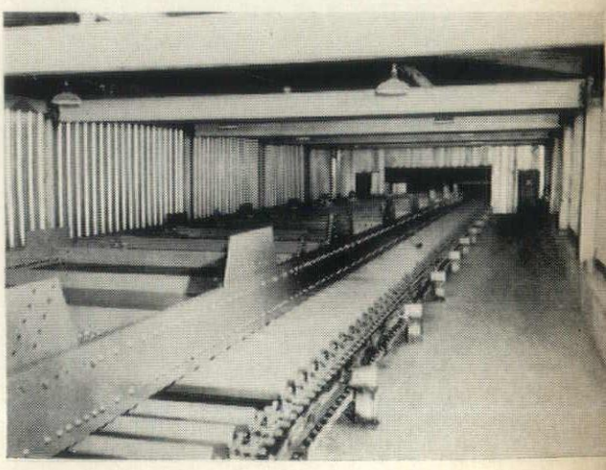
For average work, the paint system now



ABOVE: The new Hill numerically controlled beam and column drilling machine at the R. C. Mahon plant in operation

RIGHT: Paint conveyor system measuring 15 ft. wide and 400 ft. long. The 20-ton girder shown was painted in 16 minutes.





LEFT: Exit end of paint system conveyor carries finished structural components directly to the shipping area outside of plant

H Q & F, Inc.

Hammond, Quinlan and Fowler, Inc. is the new name of one of Detroit's oldest architectural and engineering firms. It now replaces the name of the present Malcomson, Fowler & Hammond, Inc. organization. The Hammond name represents two men in the new firm—Maurice E. Hammond and his son James W. Hammond. Homer A. Fowler and William S. Quinlan are the other members of the new firm.

Homer A. Fowler and Maurice E. (Jerry) Hammond started with the well known architectural firm of Malcomson & Higginbotham. William G. Malcomson and William E. Higginbotham formed a partnership in 1890. Through the following fourty years they specialized in the planning of schools, college projects, hospitals, churches and many institutional buildings. Some of their earlier building projects still in use include old Central High School, now used by Wayne State University; Cass Technical High School, the Roosevelt Group and the University of Detroit Campus (won A.I.A. competitions), and many Detroit, Flint and Pontiac public school buildings. Mr. Malcomson was one of the first presidents of the Michigan Society of Architects. It is with regret that we now omit the remaining name of the original firm of Malcomson & Higginbotham.

In 1935 the firm of Malcomson & Higginbotham became Malcomson, Calder & Hammond, Inc. In 1945 the name was changed to Malcomson, Fowler & Hammond, Inc. The latter organization continued to plan and supervise construction of many public school buildings, buildings on the campuses of the University of Michigan, Michigan State University and Western Michigan University, hospitals, community buildings, churches, and civic structures.

Homer A. Fowler, and Maurice E. Hammond contributed to most of these buildings. Both are members of the Michigan Society of Architects and the Detroit Chapter of the American Institute of Architects. Mr. Fowler is a director of the Detroit Chapter of CSI and Mr. Hammond is a member of The Engineering Society of Detroit, and of APELSCOR.

Mr. M. E. Hammond started in business administration at Olivet College, then finished at the University of Michigan in Architectural Engineering in 1921. Until recently he was head structural engineer and field superintendent. He retains the position of president of the firm. Mr. Homer Fowler has been chief Draftsman and in charge of specifications.

Mr. William S. Quinlan, A.I.A. moved to Detroit to attend the University of Detroit, after having graduated from high school in North Muskegon, Michigan. He graduated from the University of Detroit in architectural engineering with the design option, and continued work toward a masters degree in business administration. Prior to joining the new firm he was associated with various architectural firms as a designer and planner. Mr. Quinlan became registered as an architect in 1959 and admitted to the Detroit Chapter of the American Institute of Architects in 1960. He will serve as the chief designer, planner and project manager in the newly formed corporation.

James W. Hammond is a registered professional civil engineer. He attended Western Michigan University and the University of Michigan receiving a bachelor's degree in aeronautical engineering. After serving in the U. S. Navy during World War II, James returned to Ann Arbor in 1947 and received his bachelor's degree in civil engineering in 1949. His experience includes former work in the Malcomson organization and various architectural firms as an architectural field superintendent and as a structural engineer. Mr. J. W. Hammond also served as an estimator and field superintendent with a large general contractor. He will serve as chief structural engineer and field superintendent for the firm.

The firm is engaged in the planning and designing of public schools, hospitals and civic buildings. They are the architects for the A. Douglas Jamieson Elementary School now under construction for the Detroit Board of Education. This is the first complete school of the new 5 year $90-million building program and has received some acclaim for its efficient plan, and economical construction.

ALBERT C. McDONALD AND RICHARD P. RASEMAN have been made Emeritus Members of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

MSA — SMCAD Industry Fund 1961 Draftsmen's Competition Closes Mar. 15

McDonald is a member of the Detroit Firm of George D. Mason & Co. Raseman, formerly of Detroit, retired a few years ago and moved to Harrisville, Michigan.

Carl Pollmar

F. Carl Pollmar, AIA, senior member of the Detroit firm of Pollmar, Ropes & Lundy, Architects and Engineers, died at his home, 16 Elm Park, Pleasant Ridge, on February 17, at the age of 88.

Mr. Pollmar was born in San Antonio, Texas, April 26, 1872. He came to Detroit at an early age and studied architecture privately under Emil Lorch, FAIA, at Columbia University and in Europe. He gained his early experience in New York City and Detroit, and began practicing as an individual at the turn of the century. The firm later became Pollmar and Ropes and finally Pollmar, Ropes & Lundy. He was registered as an architect in Michigan, New York, Illinois and Indiana.

He was a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects. In 1958 he was made an emeritus member of these organizations. His other affiliations included Oriental Lodge, F. & A. M., Downtown Detroit Optimists, Pleasant Ridge Masonic Club and Pleasant Ridge Planning Commission.

Surviving are his wife, the former Clara E. Schuett; a son, Carl H., and three grandsons.

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First, because cleanliness is extra important in a hospital and electric heat is *clean*. The cleaning and maintenance requirements of the new electrically heated wing are markedly less than in the original building which has conventional fuel-fired heating.

Secondly, electric heat is more convenient and uniform. Forced air units in the offices and halls, baseboard units in the cafeteria and ceiling heating cable in patients' rooms can be individually controlled, room by room. Patients feel more comfortable with electric heat, too.

The highly satisfactory electric heat installation in the new wing means that the heating requirements of future hospital additions can be handled just as easily and economically.

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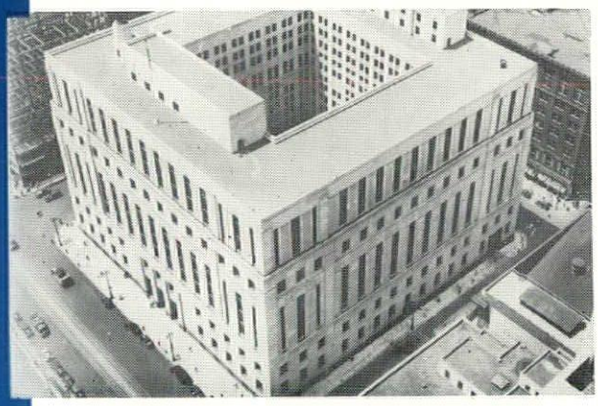
built with SLAG concrete



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Slag has been a preferred aggregate for concrete for many, many years. Here's why! Slag aggregate is *99% free of deleterious materials;* Slag aggregate and cement are very similar chemically—they have a "liking" for each other, thus *helping to develop higher strengths;* Slag particles crush into *rough, cubical shapes* that provide the *excellent bond* that any good aggregate must have with mortar; *Slag* concrete has *no equal for fireproofing encased girders and beams* having been born in the extreme temperatures developed in the blast furnace; *Slag* concrete will weigh approximately *ten pounds less per cubic foot* than natural aggregate concrete. You too can obtain the best possible results in concrete through the use of Blast Furnace Slag. SPECIFY AND INSIST ON SLAG. IT COSTS NO MORE.

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